

Swoon Kitchenbar Announces New Website Launch and Logo Refresh

New branding initiatives designed to support brand growth and enhance digital presence

November 20, 2023 // Hudson, NY – Swoon Kitchenbar, Hudson Valley’s original farm-to-plate restaurant, is announcing the launch of its new website to complement the brand’s ongoing brand/logo and social media refresh.

Swoon developed its new website in partnership with Square Space (the website host platform) and Food Dine Wine Marketing to enhance the online user experience, simplify/improve functions throughout the site, and modernize the overall image of its iconic upstate brand.

The attractive, user-friendly website features Swoon’s new, modern logo (by Rebecca Meek) and brand architecture elements meant to visually convey Swoon’s unwavering focus on providing its customers with elevated, new American fare in a stylish, country-chic décor. Swoon’s talented husband-and-wife team – chefs Jeff Gimmel and Nina Bachinsky Gimmel – have been single-mindedly focused on a cuisine that is sourced locally and daily, an innovative concept in the Hudson Valley back in 2004 when they first launched the restaurant on Hudson’s main drag, Warren Street.

Also prominently featured throughout the desktop- and mobile-optimized website is beautiful, mouth-watering photography showcasing Swoon’s tantalizing, market-fresh offerings and warm guest interactions and interiors, captured by local, Hudson-based photographer Shannon Greer.

These refreshed branding elements and “voice” will concurrently appear on Swoon’s revamped Instagram and Facebook feeds (@swoonkitchenbar).

“We wanted to launch a new website that will better support our customers and team, as well as refresh and modernize our brand,” said Jeff Gimmel. “Our new site will provide a better, more engaging experience for our guests, thanks in great part to Shannon’s ability to beautifully capture the essence of our cuisine.”

“We focused our Exploratory on what existing brand elements could be reimagined for a contemporary audience,” said Greg Deligdisch, Principal & Founder at Food Dine Wine Marketing. “By doing so, the resulting branding refresh and website feel at once relevant to Millennials, GenZ’ers, as well as to Swoon’s current, loyal customer base.”

The website includes new features such as a corporate social responsibility statement, both video and still photography, a careers page where prospective employees can seamlessly apply, easy-to-use forms for private events inquiries, a picture gallery featuring the restaurant’s Instagram feed, and a Happenings page spotlighting special food & wine events at Swoon.

About Swoon Kitchenbar

Swoon Kitchenbar is the Hudson Valley’s original farm-to-plate restaurant. Founded in 2004, it offers elevated, new American fare that is as relevant and enduring as ever. The restaurant offers catering/private events in a stylish, relaxed atmosphere as well as off-premise.

About Food Dine Wine Marketing

Food Dine Wine Marketing (www.fooddinewine.com) is a boutique agency helping small business take flight. It operates not only in the restaurant and food & beverages spaces, but also boasts clients in the lifestyle, health & wellness, and luxury sectors.
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