

## Best Category Winner Awards to be held March 12th at the Alley Theatre

Written by Press Release  
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***the breakfast klub***, a Houston dining institution famous for its “Wings & Waffles” and “Katfish & Grits” has been recognized as the top Houston Restaurant, Single Location, marketer during 2011 by the American Marketing Association’s Houston Chapter. The Marketer of the Year 2011 Best of Category winners were determined by a vote of AMA Houston members combined with votes from a distinguished panel of local marketing practitioners and educators. Over 150 companies, organizations and institutions were nominated.

As winner in its category, ***the breakfast klub*** will compete against 33 other category winners in AMA Houston’s 2011 Marketer of the Year program. A panel of marketing leaders from outside the Houston area will review information submitted by category winners to select Houston’s 2011 Marketer of the Year. The Best of Category winners will be honored at the Marketer of the Year event on March 12, 2012 at the Alley Theatre during which the 2011 Marketer of the Year will be revealed.

“***the breakfast klub*** is thrilled to be among such esteemed honorees at this year’s American Marketing Association’s Houston Chapter Awards event,” said Marcus Davis, owner of ***the breakfast klub***

. “For our 10-year anniversary, we partnered with AdRehab Marketing to help us launch a year-long campaign that celebrates what makes ***the breakfast klub*** great – our people, our food, our customers and our community.”

This year’s Marketer of the Year keynote speaker is Jim Compton, Executive Vice President and Chief Revenue Officer for United who will speak on *Marketing the World’s Largest Airline*. Compton is responsible for overseeing United’s domestic and international sales, corporate

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development and alliances, marketing, reservations, network pricing and revenue management, scheduling and distribution. Previously, he was Executive Vice President and Chief Marketing Officer for Continental Airlines. Compton had a major role in the 2010 merger of United and Continental - chairing the committee charged with planning the consolidation of all systems, policies and programs. The 2010 Marketer of the Year, the University of Houston Athletic Department – UH Cougars, will be on hand to announce this year’s winner. Prior winners include Blinds.com (2009), Kelsey-Seybold Clinic (2008), the Houston Zoo (2007), Weatherford International (2006) and the Houston Symphony (2005).

For more information about AMA Houston’s Marketer of the Year, visit [www.amahouston.org](http://www.amahouston.org) (Events/Marketer of the Year). For more information about

***the breakfast klub***

visit

[www.](http://www.thebreakfastklub.com)

***thebreakfastklub***

.com

### About AMA

AMA Houston is the area’s premier professional marketing organization and the nation’s second largest chapter. AMA Houston provides marketers the ability to remain competitive in today’s business environment through networking events, special interest groups and real-world educational programs. Named Chapter of the Year five times in the last eight years by AMA’s international headquarters, AMA Houston serves 1,000 members with diverse marketing expertise from a variety of industries.

### About ***the breakfast klub***

Inspired by a passion to provide the people of Houston with good food served in a soulful atmosphere, Marcus Davis established ***the breakfast klub*** in 2001. Zagat rated, ***the breakfast klub*** is a

kasual family style restaurant decorated with modern art, lush plants and wood tables. Located in Houston’s Midtown,

***the breakfast klub***

has been recognized as one of the “best breakfast restaurants in the nation” by Good Morning

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America, USA Today, Esquire and Forbes Magazines, plus recently recognized by the Houston Press 2011 Readers Choice as best breakfast, 2011 My Table Culinary Award winner for favorite breakfast and Best Of Citysearch 2011 winner in the breakfast category.

### ***the breakfast klub***

is a must stop for residents and visitors to savor the wings and waffles, katfish and grits, and order breakfast all day long.{jcomments on}