



We create and market exciting food & culture experiences, including festivals, food brands, pop-ups, and conferences.

We are known for producing innovative large-scale events and creating diverse, inclusive, equitable experiences that are safe, affordable, fun, and aesthetically pleasing. In the past five years, we've launched some of NYC's most exciting food & culture experiences using our uniquely creative and effective approach to social media marketing and a get-shit-done attitude. In NY, we've been redefining what it means to found highly successful campaigns.

PEDIGREE

Since 2017, we've worked closely with private corporations and city-government agencies in expanding our way of doing business. **MHG** is the official food & culture partner of **NYBG**, **DOT**, **SummerStage**, and **NYRR**, to name a few. Our client list includes Brookfield, Madison Realty Capital, Simon Malls, Sommerset, Procida Properties, etc.

IN NUMBERS

We produce over **50** events annually and **30** popups.

The average number of participants is **4500** guests.

We work with more than **600** food and merch vendors.

Our projects have been in the media more than **200** times.

20+ businesses were launched via our NYC events.

MHG.com receives more than **90MM** monthly impressions.

Our campaigns' effectiveness with recommendations exceeds **70%**

OUR PROJECTS

The Bronx Night Market, named by NYTimes as "the best outdoor market in NY," was established in 2017 and is responsible for launching the Bronx Foodie Revolution, becoming the longest and grandest running event series in the borough's history.

The Uptown Night Market is currently the largest, busiest, and most celebrated food & culture event in New York City, drawing more than **10,000** participants to the landmark Harlem location once a month.

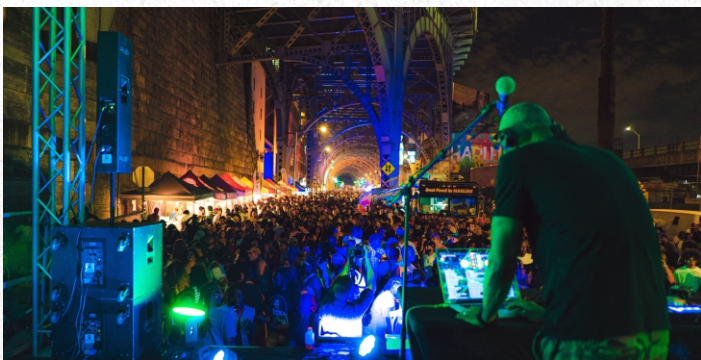
The **Brooklyn Night Market**, a collaboration between **MHG** and Industry City, was launched to high praise in Summer 2022. The event series, dated on Mondays, has been attended by more than 4500 guests and has captured NY and global media attention, increasing Industry City's visitors by 42% and sales by 23% during its run.

Next up, we're launching the **Staten Island, Long Island, Albany**, and the **Catskills Night Market** as part of our NY operation, working closely with venues, developers, and local officials.



PARTNERSHIPS

In late 2021, we've partnered with like-minded local Austin and ATL producers to market and produce the Austin Crawfish festival, The Austin Night Market, Ramen Festival, and Midnight Market.



OUR WAY


We are devoted to excellent customer experiences, data analytics, tech innovation, and social media marketing. We are ahead of trends and are always hungry to improve.

With more than **70%** of our team and network of micro-businesses being owned and operated by women, POC, immigrants, and LGBTQIA, we're proud to lead NYC through a diverse way of doing business.

THE TEAM

Founders **Marco Shalma**, a successful media and hospitality entrepreneur, and **Beatriz Torres**, seasoned marketing and PR leader, focus on creating value. Their distinctive approach to marketing and producing food and cultural experiences set **MHG** apart from its competition. **Marco & Beatriz** focus on communities, creating an **"it is made for you"** environment that resonates with locals and supports small businesses.

The two are known for their aggressive approach to media, design, ad campaigns, and aesthetics allowed by an in-house team of creative ninjas ranging from graphic designers to webmasters, animators, videographers, editors, SEO specialists, copywriters, and social media managers.



For more information, please visit:
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