



**“Who says you can’t pick favorites?!”**

**FOR IMMEDIATE RELEASE**

March 29, 2010

KENNEBUNK – Who says you can’t pick favorites?! Starting today, Duffy’s Tavern & Grill has a new program to offer its guests: Duffy’s Favorites. Becoming one of Duffy’s Favorites is fast, easy, and fun!

Duffy’s Favorites is a two-tiered program; the tiers, named after the streets where Duffy’s is located, Storer Street and Main Street, offers different benefits. Each tier allows guests to earn points for every dollar spent at Duffy’s; once guests hit milestones, they get lots of goodies. Guests get rewards not only to Duffy’s, but to other downtown merchants as well, a feature truly unique to Duffy’s Favorites! Main Street Favorites get additional benefits including their own beer mug or a special wine glass, discounts off beer and wine, and invitations to exclusive Main Street Favorites gatherings.

“We’ve been exploring ways to thank our guests since we opened,” owner David “Duffy” Cluff said. “But we wanted to make this more community oriented, and create more interactivity. We teamed up with local businesses, and came up with a great program!”

Other participating businesses include Frameworks, Petals Flowers & Plants, Prisizhon Studio, and The Brick Store Museum. Duffy’s Favorites will randomly receive rewards to these locations, among others, leading customers to buy local and shop local. For example, The Frameworks, located at 41 Main Street, will be offering 10% off all fair trade items when Duffy’s Favorites reach 300 points. Bob Doyle, owner of The FrameWorks, continued, “We are thrilled to be working with Duffy’s to offer more benefits to our customers and the residents of the Kennebunks.”

Located in Kennebunk’s historic Lafayette Center, Duffy’s serves a full lunch and dinner daily, as well as breakfast on Sundays. The space, complete with exposed beams and large windows overlooking the Mousam River and Mousam River Dam, exudes a raw mill feel while providing 21st century comforts.

For more information, visit [www.duffyskennebunk.com](http://www.duffyskennebunk.com) or contact Chris Cluff at [chris@duffyskennebunk.com](mailto:chris@duffyskennebunk.com).

**4 Main Street | Kennebunk, Maine 04043**  
**[duffyskennebunk.com](http://duffyskennebunk.com) | 207.985.0050**

**FUN. FOOD. FRIENDS.**