

# CENTRAL CINEMA

For the past 12 years, Central Cinema has been a local favorite for movie fans. Opened by Kate and Kevin Spitzer, the space used to be Kevin's design and art workshop. After falling in love with dine-in movie theaters in Portland, the couple renovated the warehouse space into the cafe, theater, kitchen set-up it has now. The theater's programming is centered around classic and cult movies. In addition to standard movie screenings, trivia nights, sing-alongs, "hecklevision" and other special events allow Central Cinema to create a movie experience that's truly unique.

## THE PRODUCT

Central Cinema is an independent dine-in theater in the heart of the Central District which entertains locals.

## ESTABLISHED REPUTATION

For the theater-goer, Central Cinema is Seattle's only independent theater that offers full dine-in service, diverse programming, and recurring interactive events in a casual neighborhood setting.

## PERSONALITY

Alternative, Retro, Offbeat, Geeky, Kitschy, Comfy, Nostalgic

## THE AUDIENCE

Locals, cineophiles, anyone who wants a cinema experience with food/drinks/interactivity with friends

## WHAT PEOPLE MIGHT ALREADY THINK:

It's a fun & campy alternative to watching a movie alone.

## WHAT WE WANT THE AUDIENCE TO DO:

Join our movie loving community to watch movies, eat in, and participate with friends

## KEY ATTRIBUTES UNIQUE FROM COMPETITORS:

Central Cinema is a beloved part of Seattle's Central District Neighborhood. The theater provides a unique experience, and fosters a fun, eclectic community of regulars. While it isn't the only second-run theater in the city, it is the only one who provides a full dine-in experience. Central Cinema has fun with their menu and programming, and the result is a memorable experience that leaves customers wanting to come back.

## POSITIONING:

We believe in fostering community amongst movie enthusiasts. That's why we provide a cozy communal atmosphere with dine-in table service, where movie lovers can kick back together, eat great food, and enjoy their favorite movies on the big screen. Since opening, we've continued to provide fun, interactive programming and encourage a shared love of eclectic and classic movies.

## THE MESSAGE:

Second run (movies) can be more fun

## WHY SHOULD CONSUMERS CARE

So many things are available online that people are missing out on real life experiences with friends. Movies are a great way to get together & have some fun