

Case Study: Treasure Map

Promoting Peruvian Gastronomy and Culture Across New York City

The Challenge

Peruvian cuisine enjoys global acclaim, yet its rich culinary diversity remained underrepresented in New York City's vibrant food scene. PromPeru (the Tourism Office of Peru in New York) sought to create an engaging, accessible resource to increase awareness of Peruvian gastronomy, promote local restaurants, and highlight Peru's premium products and cultural destinations.

The Eyestorm Solution

Eyestorm developed the Peruvian Treasure Map, a multi-platform cultural campaign celebrating Peru's culinary heritage and premium products (pisco brands, Cusqueña beer), engaging culturally curious audiences across multiple channels:

- **Printed Guide & Collectible Map**
A pocket-sized, visually captivating map distributed across NYC, showcasing select Peruvian restaurants, premium products, and cultural insights.
- **Interactive Digital Platform**
An interactive Google Map featuring detailed restaurant profiles, menus, and directions for easy local discovery.
- **Engaging Content & Campaigns**
Shareable content, chef recipes, and articles on Peruvian gastronomy and products. A launch event and ongoing promotion via Latin Lover Magazine and PromPeru channels expanded reach.

Strategic Partnerships

- **Official Partners:**
 - PromPeru New York: Seed capital, official endorsement, assets.
 - Cusqueña Beer: Featured brand partner.
- **Community Partners:**
 - Peruvian restaurants in NYC, NJ, CT.
 - PromPeru, U.S.-based pisco brands, importers, and tourism agencies.



Distribution & Visibility

50,000 maps distributed at:

- NYC landmarks: Bryant Park, Union Square, Central Park, Hudson River Park, High Line, South Street Seaport.
- Culinary events: Bergdorf Goodman flagship (5th Avenue), Gansevoort Market.
- Partner restaurants and cultural events citywide.

The interactive website and social media channels further amplified reach through curated content and online community engagement.

Outcomes & Impact

- Increased visibility of Peruvian gastronomy in NYC.
- Built vibrant online and offline culinary communities.
- Strengthened partnerships between government, businesses, and local stakeholders.

Why It Worked

Eyestorm combined engaging storytelling, visually captivating design, interactive digital content, and strategic partnerships, turning promotion into an immersive cultural experience—driving genuine appreciation for Peruvian heritage and supporting local businesses.

Ready to Amplify Your Culinary Brand?

Eyestorm specializes in storytelling-driven campaigns that build meaningful connections and measurable impact for culinary brands, destinations, and cultural initiatives.

[Explore Our Services](#)

Contact Information: Chris Yong-Garcia | Eyestorm
28-07 Jackson Ave., 5th floor, Long Island City, NY 11101
646.851.5947 | chris@eyestormx.com
eyestormx.com