

# ON THE ROCKS

BY MARIA COSTANZO PALMER  
AND RUTHIE ROBBINS

## DESCRIPTION

*On the Rocks* chronicles the real-life journey of restaurateur Joseph Costanzo Jr., from his rise to success in the 1990s as a owner of the highly acclaimed Primadonna Restaurant, radio host, columnist, and aspiring politician to his sharp fall in the early 2000s, ending in an investigation and a stint in federal prison. Costanzo is a complex character, whom readers will admire for his confidence and rebuke for his arrogance, will love for his generosity and despise for his egotism, and will learn from in both his attention to detail and lack thereof. This driven, not-your-average-Joe is an unforgettable character who achieves the seemingly impossible but can't help getting in his own way. Come along with Joe for a bumpy ride *On the Rocks*!

## KEY SELLING POINTS

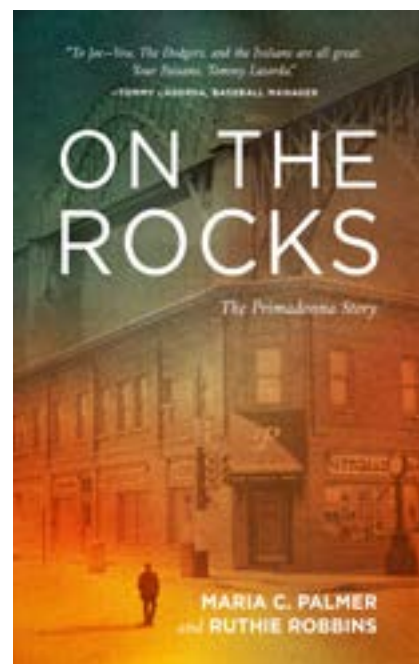
- Contemporary nonfiction that reads like a gripping novel, fast-paced with rich sensory details
- A *Cheers*-like restaurant family with both comedy and tragedy
- A rags-to-riches-to-rags story to which middle-class America can relate
- An insider's look into the day-to-day frenzy of a hot-spot restaurant as well as life behind bars
- The protagonist and antagonist are one and the same—unpredictable Joe Costanzo

## AUDIENCE

- People who love underdog stories
- People interested in true stories and white-collar true crime
- Celebrity enthusiasts
- People interested in Italian-themed stories, Italian food, and Italians themselves

## MARKETING

- The authors have partnered with Heinz History Center to host a book launch event on August 6, 2023, that will include Primadonna-inspired food, readings, audio-visual presentations, music, a press junket, a red carpet with photo opportunities, and of course, books for sale on site. Beyond the event, the History Center Museum Shop will carry and distribute the book.
- There is a Facebook fan page "Fans of The Primadonna Restaurant, Previously Owned by Joseph Costanzo, Jr." where posting recipes from The Primadonna has garnered 100,000+ views.
- Maria is now a regular co-moderator for the Food Is Religion Club, the largest and fastest growing food affinity club on the app, hailing 8,000 members.
- Maria has had success being a featured guest on podcasts. Appearing on the nationally syndicated podcast *Food and Beverage Magazine Live*, the *YaJagoff! Pittsburgh Podcast*, and *Cuse Conversations*, the Syracuse University alumni podcast hosted by John Boccacino. This podcast, with an overall listenership of 11,000 downloads, was selected by the Council for Advancement and Support of Education as a Platinum Award finalist in the category Best Practices in Digital Communications.
- Maria and Ruthie have been featured on the *Manuscript Academy's Podcast* (averaging 5,000 views per episode). The episode will be re-airing right around our release date and *The Manuscript Academy* will be running a free giveaway of the book to their 5,000 FB subscribers.
- Maria was also featured on the award-winning show *Positive Changes: A Self-Kick Podcast*, a British podcast hosted by author Shelley Knight in September 2021. Shelley promoted the show on her platforms, including Facebook (1.8k followers), Instagram (1.6k followers), Twitter (4.7k followers), LinkedIn (15.6k connections), as well as her website and newsletter.
- Maria and Ruthie were recently covered in *Local Pittsburgh Magazine*.



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**SOFT COVER:** \$19.95, 979-8-88824-027-4

**HARD COVER:** \$30.95, 979-8-88824-029-8

**EBOOK:** \$7.99, 979-8-88824-028-1 TRIM:

6" x 9", pages 290

**BIOGRAPHY & AUTOBIOGRAPHY /**

**Culinary**

## ONLINE

[mariacpalmer.com](http://mariacpalmer.com)

[ruthierobbins.com](http://ruthierobbins.com)

 **koehlerbooks™**  
[www.koehlerbooks.com](http://www.koehlerbooks.com)

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HISTORY CENTER**  
BY ASSOCIATION WITH THE SMITHSONIAN INSTITUTION

- Maria and Ruthie have personal websites with dedicated landing pages for *On the Rocks*: [mariacpalmer.com](http://mariacpalmer.com) and [ruthierobbins.com](http://ruthierobbins.com). These sites will feature a synopsis of the book as well as options for people to subscribe to book-related updates and links to pre-order or purchase the book when it is released. In addition, Maria has a newly developed Twitter account, an Instagram account, and both authors hold LinkedIn accounts with a cumulative total of 800+ followers.
- Maria and Ruthie plan to execute a blog tour that will feature popular bloggers in the food and hospitality industry. They will send them an advanced copy of the book with parameters of the tour and offer promotional items for giveaways to draw a further reach for the book.
- Under guidance from the publisher, the authors would be interested in doing a cross-country tour virtually or live to speak about the larger topics the book covers (food, the restaurant industry, criminal justice, etc.) and to ultimately increase interest and sales for the book.
- Through connections of her husband, a former film executive, and connections of her own in the nonprofit PR industry, Maria has a compiled list of media interested in the overall themes of *On the Rocks*. The authors have already sent a release to local media and will be creating subsequent press releases in larger markets as the book undergoes development and is ultimately made available to the public.
- Syracuse University and Pepperdine University will host a signing for *On the Rocks* on their campuses. Pepperdine will also announce and promote the book, sending out a link to their alumni mailing list, as Maria is a leader in this community. Syracuse will announce the book in their *Syracuse Magazine*, which circulates to all Syracuse University graduates.
- The University of Pittsburgh (also Joe Costanzo's alma mater) and Duquesne University also have alumni associations, publications, and events through which Ruthie will promote the book. The Primadonna Restaurant was located within a dozen miles of these universities. Students and staff from these institutions would have been in Pittsburgh and will be familiar with the setting or the restaurant itself, which should garner interest in the story.
- Through her work at Get on the Bus, Maria has connections to speak and promote *On the Rocks* at national criminal justice conferences including, but not limited to, the Centerforce Conference in San Francisco, Catholic Conferences, and New York Partnership for Parents of Incarcerated Children.
- *On the Rocks* has signed a contract with Ascot Media, voted #1 in the nation by top PR agencies. They will be assisting with nationwide press releases with unique media angles and announcements.

## AUTHOR BIOS



Maria Costanzo Palmer is an author and grant writer. Growing up as the oldest child of an award-winning restaurateur, Maria unexpectedly became a daughter of the incarcerated. This experience ignited an interest in working for Get on the Bus, a nonprofit dedicated to uniting children with their incarcerated parents. A former host on L.A. Talk Radio, Maria was recently featured on *Food and Beverage Magazine Live* and has made a number of media appearances. You can find Maria on FB and IG @joecostanzoprimary and on Twitter @mariacpalmer. For more information, visit [www.mariacpalmer.com](http://www.mariacpalmer.com).



Ruthie Robbins is an award-winning educator who worked for the Montour School District in the suburbs of Pittsburgh, PA, and for Johns Hopkins Talent Development Secondary. Ruthie now teaches English and Language Arts in Buffalo, NY. She is currently working on other books and is preparing to launch The Writing Factory Online, a comprehensive writing program for middle schools. Ruthie grew up on the street that would later house The Primadonna Restaurant.