

TASTE THE CITY ***SABORES DE LA CIUDAD*** **NOV 6-14, 2026**

Welcome New Guests to Your Table

One of the most gratifying things about Restaurant Week GR is the number of people who try new-to-them eateries during the nine-day promotion. That makes it a great opportunity to turn first-timers into regulars and build your customer base. At the same time, regulars are looking for something out of the ordinary from their favorite restaurants.

That's why we're encouraging you to create a special RWGR menu featuring items you don't currently offer. **You can choose to offer any combination of at least two courses priced at $25, $35 or $45.** Of course, the higher the price, the more your guests will expect to be dazzled!

We know that staffing and food costs continue to be a challenge, so we are once again waiving many of the financial commitments you've been asked to make in prior years. See the opposite side of this letter for details.

I hope you will join us for the city's premier culinary event of the year. Please contact me if you have any questions.

Sincerely,

Jaylyn McCloy
Experience Grand Rapids
Marketing Partnership Manager
JMcCloy@ExperienceGR.com
616-233-3565

restaurant week gr
RestaurantWeekGR.com

Experience GRAND RAPIDS
ExperienceGR.com



Important Information

For forms, details and more, visit
ExperienceGR.com/RWSignUp

August 3: Registration Opens

October 1: All info, including menus, partnership payment and optional gift cards are due.

November 6-14: Restaurant Week GR 2026

Pricing Structure

Each restaurant will offer a prix fixe menu in one (or more) price tiers:

- **$25**
- **$35**
- **$45**

Meals must be a minimum of two courses but you can be as creative as you want beyond that: 3-course appetizer, entrée & dessert; 2-course appetizer & entrée; 2-course entrée & dessert; etc. We encourage you to offer related add-ons, e.g. a beer, cocktail or dessert for $X extra. Think of ways to upsell while still delivering great VALUE to your guests.
NOTE: These prices do not include tax, tip or beverage.

Menu Guidelines

We recommend:

Unique Menu Development: We encourage you to create a special RWGR menu with unique items not featured on your regular menu. This is not a requirement but restaurants who do so will be prioritized for media interviews.

Variety of Options: We have seen a direct correlation between more offerings and increased sales during RWGR. We strongly suggest that you offer at least two options per course.

Local Products: Please use and highlight local products as much as possible in your Restaurant Week menu.

Marketing Support

Participating restaurants will benefit from a flurry of online, TV/radio, print and outdoor advertising/publicity, and also receive these in-store materials:

- Coasters*
- Rack Cards: hotel/attraction & restaurant versions*
- Promotional Poster*
- Window Cling*
- Table Tents
- Staff t-shirts to first 60 restaurants to sign up

**Spanish-language versions available upon request.*

We're once again offering a digital smartphone pass for diners to check in to participating restaurants. They can earn free gifts for visiting multiple restaurants. This year's pass supports geo-location check-ins so you won't have to supply a code to diners – they can check in while they are within the designated range of your restaurant. *Diners will be encouraged to order from the special RWGR menu, but it is not required to check in.* Diners can also use the pass to vote for their favorite RWGR eateries, and the winners will be honored with a suitable-for-display plaque.

Philanthropic Aspect

Gordon Food Service will contribute $1 per every RWGR check-in to an endowed scholarship at GRCC Secchia Institute for Culinary Education, up to $5,000. The winner of the public vote will have an additional $250 donated to the school in their name. Since 2010, RWGR has raised more than $170,000 for the scholarship fund – helping ensure a steady pipeline of culinary talent for local restaurants!

Participant Commitment

- *Partner with EXGR:* You must be a partner of Experience Grand Rapids to participate in RWGR. The $250 annual fee entitles you to a range of year-round marketing benefits. Details at ExperienceGR.com/Partners.
- *$50 Gift Card:* OPTIONAL – you may mail a $50 gift card to Experience Grand Rapids to be used for additional marketing support. *This is not required.*
- *Train Serving Staff:* On Restaurant Week procedures; present the RWGR menu to all guests during Restaurant Week GR 2025.

If you choose to send a gift card, please mail:

Experience Grand Rapids
Attn: Restaurant Week
171 Monroe Ave NW Suite 545
Grand Rapids, MI 49503

Sponsors

Thank you to Gordon Food Service and the Michigan Restaurant & Lodging Association for their continued sponsorship of RWGR.

Questions?

Contact Jaylyn McCloy,
Marketing Partnership Manager, at
JMcCloy@ExperienceGR.com or 616-233-3565.

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