



OCTOBER 6-11

KEYS TO SUCCESS

How to Make the Most of Your Participation in Atlantic City Restaurant Week

Restaurant Week is approaching. You've filed all the paperwork, and you're ready to serve some great meals...now what? Here are some suggestions to help you market your participation, attract new customers, provide a great experience and convert those new faces into repeat business:

BEFORE RESTAURANT WEEK STARTS:

- ❖ Create an exciting menu with variety to encourage diners to choose your restaurant over other participating restaurants. Today's diners are savvy and will examine the menus posted on the ACRW Web site prior to making a reservation. Make it easy for them to choose you by giving them great menu options. Our customer survey showed that the menu was the main driver in customer choice for dining out.
- ❖ Decide early to participate in ACRW as many days of the week as possible. Diners want options and
- ❖ participating all six days makes it easier to promote and easier to reserve.
- ❖ Send your menu to be posted early on ACRW's Web site. It will get in front of more diners that way.
- ❖ Offer a true value -- do not scrimp on portion sizes during ACRW. Your customers are smart and experienced. They will know if the portion is smaller than normal.
- ❖ Make sure EVERYONE on your staff knows everything about your participation well in advance, from dates, days and hours to prices and menu items. Make sure they talk to your customers about it.
- ❖ Use the collateral materials we supply -- it's a complete tool kit. Start using the check presenters as soon as possible; place the sign in a prime spot at your hostess station or cashier desk, print your special menu with the Restaurant Week logo. To obtain these materials, please contact Doreen Prinzo at 609-449-7156 or dprinzo@njcrda.com.
- ❖ Announce your participation as part of your regular advertising with a diagonal "swipe" or an added line – you can get the message out without added expense. Tag all your printed collateral, web site and electronic marketing materials with the ACRW logo and/or Website url and date.

- ❖ If you provide printed menus as a courtesy handout, add the Restaurant Week logo to them with an “ask about our special Restaurant Week menu” line – start handing them out well in advance. Or, print up your Restaurant Week menu as an advance handout.
- ❖ Use your Facebook, Twitter, Instagram or other social media account to promote your participation and ask your staff to do the same – the word will spread quickly.
- ❖ Remind staffers beginning at least four weeks out at daily pre-shift meetings about date and details of ACRW. Make it a requirement for them to share the information with their guests.
- ❖ Provide staffers with FAQ’s about ACRW including dates, price point, gift certificate information, etc.
- ❖ Make sure your staff is familiar with the special Restaurant Week gift certificates and how to use them – do not let a great meal turn sour at the end when it’s time to settle the bill.

DURING RESTAURANT WEEK:

- ❖ You **MUST** use the Atlantic City Restaurant Week logo on your printed Restaurant Week menu – that’s part of your contract. More importantly, your guests will know they are getting something special.
- ❖ On the days you are participating, make sure your wait staff presents the Restaurant Week menu along with your regular menu and explain it to your customers clearly and enthusiastically.
- ❖ New customers turn into repeat customers if their experience is good. Give your potential new customers a good experience by providing the choices that are listed online, promoting ACRW without the customer having to ask and having a knowledgeable staff.
- ❖ Offer pairings of wine or spirits and drink specials with your menu. Those offerings can be priced separately and will create a built-in “upsell.”
- ❖ Capture information about your customers by having them fill out the survey cards we provide before they leave or tell them about the survey on-line. The results from the survey will be available on the partner extranet approximately 4 months from the close of ACRW. If you would like, Stockton University can provide you with individual customer feedback from the survey results. Individual restaurant customer comments will not be in the final survey or shared with anyone.
- ❖ Create future business by offering Restaurant Week diners a complimentary special offer or incentive for a discount on a future, non-Restaurant Week meal.

AFTER RESTAURANT WEEK:

- ❖ Extend the special menu after Restaurant Week. If the menu and pricing are popular, why mess with success? But **BE SURE TO REMOVE ANY REFERENCE TO ATLANTIC CITY RESTAURANT WEEK**. You are not permitted to use the Restaurant Week brand after.