



## FAQs for Restaurants Participating in Denver Restaurant Week (DRW) 2023

### Program Dates: March 3 – 12

- **Registration Open for Restaurants: December 6**
- **Menu Submission Deadline (to be included in official launch): January 27**
- **Menu Launch/Promotions Launch: February 1**

### How much does it cost to participate?

In an effort to continue supporting Denver's Restaurant Community, VISIT DENVER will again be waiving registration fees for Denver Restaurant Week 2023! Operations and marketing will be funded by VISIT DENVER along with the generous contributions of our 2023 sponsors.

### If my restaurant isn't currently offering dine-in service, can I still participate?

Yes! Like our 2021 and 2022 efforts, DRW will be open to dine-in, to-go, curbside pickup and delivery dinners, as long as you are offering the multi-course meal per person at one price point.

### Do I have to offer the same menu to dine-in customers and to-go customers?

Yes. Only one menu will be listed on the website and customers will expect the same options regardless of how they receive their meal. Restaurants can indicate which options are available for their DRW menu.

### Does my restaurant have to participate for ten days?

Yes. All participating restaurants are required to offer the DRW multi-course menu for the full ten-day period from March 3 – 12.

### Do I have to offer a multi-course dinner to participate?

Yes, to participate in the program you must offer a multi-course meal for **one** of the three price point options of \$25, \$35 or \$45 **per person** (not including tax and gratuity), but within that framework, it is completely up to the restaurant to determine the menu. Most participating restaurants offer three or four selections and print a special Denver Restaurant Week menu, in addition to offering their regular menu.

### Can I offer menus at multiple price points?

No, each restaurant needs to select ONE of the three price points offered: \$25, \$35 or \$45 per person. The registration process will allow you to select only one option. Once the menus launch on February 1, no changes to price points are allowed.

### Which price point is right for my restaurant?

That's up to you and your business goals during Denver Restaurant Week. We know that diners appreciate the restaurants that offer good value for their money during DRW, so think about offering the **LOWEST** price point that still allows you to offer the quality you're known for and the variety diners expect, while making sure that DRW is a financial success for your restaurant.

### **Can I offer “upgrades” to the menu for more money?**

Yes, this is encouraged! Many restaurants offered a fixed price multi-course meal with additional options for more money. That is, you could offer the \$35 menu and add, “With shrimp, add \$4.00; or “Add a glass of wine for \$5.00.” But you must offer at least one multi-course option at one of the three price points. Also, offering these extras could be a great way for restaurants to hit higher price tiers in their base menu.

### **Do I have to include liquor in the fixed price?**

This is your call. You can include beer, wine, cocktails or any other beverage in the multi-course fixed price, or offer affordable options a la carte. For example, many restaurants include a glass of wine to reach the DRW price point. Alternatively, many restaurants offer discounted cocktails or wine as additional ways to grow the guest check.

### **Do I have to be a partner of VISIT DENVER in order to participate?**

No, all restaurants are welcome to participate, as long as a \$25, \$35 or \$45 **per person** menu can be offered.

### **If we are a chain restaurant, does each location in the chain have to register separately?**

Yes. All restaurants receive identical benefits so each participating restaurant has to register individually. However, it is not necessary for all members of the chain to join. Each will be listed separately on the website.

### **How will Denver Restaurant Week be promoted?**

- Online, social, video and out-of-home advertisements with a variety of our local media partners
- A dedicated [Denver Restaurant Week website](#) that will list all participating restaurants and their full Denver Restaurant Week menus.
- An ongoing public relations campaign will include a media launch, chef and industry expert interviews and additional tactics to generate local and regional media coverage of Denver Restaurant Week (broadcast, online and print).
- OpenTable will send email blasts about Denver Restaurant Week to their full membership list.
- E-mail blasts promoting Denver Restaurant Week will be sent to various distribution lists including VISIT DENVER’s email list and many others.

### **Who sponsors Denver Restaurant Week?**

VISIT DENVER's Denver Restaurant Week presented by [Pie Insurance](#), provider of workers' comp insurance made for small businesses, is sponsored by Colorado Restaurant Association-Mile High Chapter, OpenTable, Stella Artois, Uber Eats and E&J Gallo Winery featuring Franciscan Estate, High Noon Seltzer, J. Vineyards, Louis M. Martini, New Amsterdam Vodka, and Talbott Vineyards. Denver Restaurant Week is also sponsored by 5280 Magazine, CBS4, Downtown Denver Partnership, and Westword.

Today’s insurance for today’s restaurant owner. Pie Insurance is proud to be the presenting sponsor of Denver Restaurant Week! With headquarters in LoDo, Pie is committed to empowering restaurants in the Centennial State to thrive by offering affordable workers’ comp insurance that’s as easy as pie. Learn how you can save up to 30% on workers’ comp insurance. Ask your agent for Pie or get a quote online in 3 minutes. [Start your quote.](#)

E&J Gallo Winery is a proud sponsor of Denver Restaurant Week. Once you have registered, please contact your Breakthru Beverage Group sales person. Feel free to also reach out to Hayden Genth ([Hayden.Genth@EJGallo.com](mailto:Hayden.Genth@EJGallo.com)) or Karli Julian ([KAJulian@breakthrubev.com](mailto:KAJulian@breakthrubev.com)) to discuss promotional ideas, wine features and Breakthru Beverage Group's featured brands.

Start your next meal with a Stella! Stella Artois is a proud sponsor of Denver Restaurant Week. Once you have registered, please contact your Eagle Rock Distributing sales person to talk all things Stella Artois. Feel free to also reach out to Kevin Reis ([Kevin.Reis@Anheuser-Busch.com](mailto:Kevin.Reis@Anheuser-Busch.com)) or Matt Ross ([M.Ross@EagleRocks.com](mailto:M.Ross@EagleRocks.com)) to discuss promotional ideas, beer and food pairings, and Eagle Rock Distributing’s featured brands.

New this year! [Denver Restaurant Week's Sweetest Spot Award, presented by Pie Insurance](#) Your patrons will be voting on which participating restaurant has the best dessert. One voting patron will win a \$400 gift card to the winning restaurant! The winning restaurant will receive:

- Bragging rights—including an awesome plaque
- Recognition on the Denver Restaurant Week website and VISIT DENVER social media channels
- Recognition on Pie Insurance social media channels
- A dedicated article sharing your restaurant's story on Pie Insurance's blog

Want to promote the contest to your DRW patrons? [Download our printable handout.](#)

