



FAQs for Restaurants Participating in Denver Restaurant Week (DRW) Fall 2020

How much does it cost to participate?

There are no registration fees for the special Fall 2020 edition of restaurant week. VISIT DENVER will largely fund the operations and promotions, along with the generous contributions of sponsors E&J Gallo Winery and Society Insurance.

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

Yes! For the first time ever, 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.

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.

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. You can also offer your full a la carte 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.

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. 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?

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, especially since those can now be offered for to-go orders as well.

E&J Gallo Winery and Breakthru Beverage Group are offering selected inventory and program support that will give restaurants great options for growing guest checks. Once you have registered, please contact your Breakthru Beverage Group salesperson or Jennifer Valencia at Jennifer.Valencia@ejgallo.com.

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 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).
- Open Table 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 is sponsored by Society Insurance and E&J Gallo Winery, featuring Barefoot Cellars, J Vineyards, Louis M. Martini, Whitehaven, William Hill Estate and Familia Camarena Tequila. It is also supported by Open Table, Westword, 5280 Magazine and CBS4.

Long-standing industry expertise means that nobody understands the unique risks and challenges of protecting restaurants and bars better than Society Insurance. For over 100 years, Society has worked alongside business owners to deliver on the small details that make the biggest difference. Understanding the particular needs of your hospitality business means knowing where the risks are and helping you control them to minimize loss. Society offers tools, tips and resources to proactively strengthen your business to keep it safe and profitable. And if disaster strikes, you can rest easy knowing your Society Insurance policy has you covered. To find your local Society Insurance agent, please visit www.societyinsurance.com.

