



resta^Urant week gr

TASTE THE CITY SABORES DE LA CIUDAD NOV 4-12

A Delicious Opportunity for Your Business

Experience Grand Rapids invites you to participate in Restaurant Week GR 2022 from November 4-12.

We are excited to announce the return of the traditional format of offering special menus created expressly for Restaurant Week. Last year's "everyday menu" format proved successful for participating restaurants – but we heard from countless diners who missed the opportunity to taste what happens when chefs get to really strut their stuff.

We know that staffing and supply issues are still impacting operations, but those who are able to participate will further their reputation for culinary excellence and attract first-time customers who can be turned into regulars.

As always, Restaurant Week GR 2022 will raise funds for a scholarship at the GRCC Secchia Institute for Culinary Education, which helps prepare students for careers in your industry. However, in recognition of current industry challenges, **we are not asking restaurants to contribute \$1 per meal sold, as we have in the past. Instead, Experience Grand Rapids will donate \$1 per check-in, up to \$5,000.**

You'll find participation details on the opposite side of this letter. Please feel free to contact me if you have any questions!

Sincerely,

Jaylyn McCloy

Experience Grand Rapids

Marketing Partnership Manager

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616-233-3565

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RestaurantWeekGR.com

Experience
GRAND RAPIDS
ExperienceGR.com

Important Information

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

September 8: Registration Opens

October 12: All info, including menus, partnership payment and optional gift cards are due.

November 4-12: Restaurant Week GR 2022

Pricing Structure

Each restaurant will choose a category to participate in:

- 2+ courses for \$25 or less
- 2+ courses for over \$25

For each option, we encourage restaurants to offer related add-ons, e.g. dessert for \$X or a beer pairing for \$X. Think of ways to upsell while still delivering a great VALUE to your guests.

NOTE: These prices do not include tax, tip or beverage.

Menu Guidelines

We recommend:

Variety of Options: We have seen a direct correlation between more offerings and increased sales during Restaurant Week GR. 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.

Unique Menu Development: Restaurant Week menu items must be *unique and not featured regularly on your menu. This is a great time to test that new menu item you've been considering!*

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:

- Promotional Rack Cards*
- Promotional Poster*
- Window Cling*

Like last year, we are asking diners to check in to restaurants using Bandwango technology on their smartphones. We are incentivizing them to visit multiple restaurants by offering a free gift for checking in to 3 or more locations. Diners do NOT have to order off the RWGR menu to check in, but it will be encouraged. Bounce-back coupons will be given to anyone that checks in.

**Spanish-language versions available upon request.*

Philanthropic Aspect

Experience Grand Rapids will contribute \$1 per every Restaurant Week check-in to an endowed scholarship at GRCC Secchia Institute for Culinary Education. The previous requirement for restaurants to donate \$1 per meal sold has been waived. Since 2010, Restaurant Week has donated over \$185,000 to 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 Restaurant Week GR. \$250 annually. Details at ExperienceGR.com/Partners.
- **Bounce-Back Coupon:** You must provide a bounce-back offer that can be redeemed on a future visit to your restaurant – e.g., a free dessert, a BOGO meal, or 20% off discount. Coupons expire December 31, 2022, one time use only.
- **\$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 2022.

We are waiving the \$100 participation fee this year.

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

Gordon Food Service is the Major Sponsor of Restaurant Week GR. Their knowledgeable staff can assist you with menu creation, costing and more.

Questions?

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

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