



restaurant week gr

TASTE THE CITY SABORES DE LA CIUDAD NOV 3-11, 2023

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 eight-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 asking you to create a special RWGR menu featuring items not currently on your menu. **You can choose to offer 2+ courses for \$25 or 2+ courses for any price you choose.** 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're waving 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 11: Registration Opens

October 2: All info, including menus, partnership payment and optional gift cards are due.

November 3-11: Restaurant Week GR 2023

Pricing Structure

Each restaurant will choose a category to participate in:

- **Standard:** 2+ courses for \$25
- **Chef's Choice:** 2+ courses for over \$25 (the number of courses and price is up to you)

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:

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!

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.

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*

We are asking diners to check in to restaurants using Bandwango technology on their smartphones. We are once again incentivizing diners to visit multiple locations by offering a variety of free gifts through the digital pass. Diners will be encouraged to order from the special RWGR menu, but it is not required to check 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, up to \$5,000. Since 2010, Restaurant Week has donated over \$155,000 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. 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 2023.

We are waiving the \$100 participation fee once again this year and we are not requiring restaurants to offer a bounce-back coupon. We are looking out for your bottom line!

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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FOOD SERVICE