



Ongoing Food & Drink Promotion • Tentative Launch June 21, 2023

Take Your Menu to New Heights

Experience Grand Rapids invites you to participate in a new foodservice promotion aimed at boosting local tourism and your bottom line.

Grand Rapids already enjoys a strong reputation as a food & craft beverage destination. We want to build on that with Flights of Flavor, a program aimed at enticing travelers (and local residents) with unique flavor combinations and dining experiences.

We are asking you to create special food and/or beverage flights that will dazzle your guests with Instagram-worthy looks and delectable flavors. We are so invested in your success that we are offering \$500-\$1,000 grants to help fuel your creativity!

We are confident the combination of your culinary expertise and our marketing/PR strategies will drive new business through your door. We're going to further incentivize diners by enabling them to collect points for each visit to a participating location – and redeem those points for merchandise or charitable giving.

Please see the back of this sheet for program details ... and feel free to contact me if you have any questions!

Sincerely,

Jaylyn McCloy

Experience Grand Rapids

Marketing Partnership Manager

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Flights of Flavor taps into the lucrative trend of food tourism – defined by the World Food Travel Association as “the act of traveling for a taste of place in order to get a sense of place.”


Experience
GRAND RAPIDS
ExperienceGR.com

Important Information

For forms, grant applications and more, visit ExperienceGR.com/Flights-Sign-Up

April 3: Recruitment begins

April 3: Grant application opens

May 12: Grant application closes

June 21(ish): Flights of Flavor launches!

Grant Availability

Experience Grand Rapids is offering to help fund the purchase of glassware, dishware and presentation ware to enhance your new flights. Grants are available for up to \$500 for food-only and beverage-only flights, and up to \$1,000 for paired food & beverage flights. We are excited to offer this opportunity and hope many restaurants and breweries will take advantage of it to expand their food and beverage offerings.

Flight Guidelines

Determine the flight you will offer:

- Food only
- Beverage only
- Food & Beverage pairing (the ultimate Flight of Flavor)

Get creative: Make your flight as unique as possible to inspire visits to your location. Top it off with a unique name: think Suds & Spuds (beer & potato wedges), Vino & Veggies (wine & crudités), Toast & 'Tails (fancy toast & cocktails), Let Them Eat Cakes (mini desserts), Cordialities (flavored liqueurs), ... the possibilities are endless.

Prioritize presentation: Create a look that will start a buzz at the table and inspire photo sharing on Instagram and other social media. Select and compose foods and beverages for maximum visual appeal, and choose dishware and glassware that will make a statement. **Idea starters:** [Click here](#) for visual flight examples.

Philanthropic Aspect

Guests will collect points for patronizing Flights of Flavor destinations. They can choose to donate their points to Experience Grand Rapids, which will convert them into monetary donations to local organizations such as the Secchia Institute for Culinary Education at Grand Rapids Community College.

Participant Commitment

Participants must be located in Kent County and commit to:

- Partner with EXGR: You must be a partner of Experience Grand Rapids to participate in Flights of Flavor. \$250 annually. Details at ExperienceGR.com/Partners.
- Train Serving Staff: Educate staff on the details of the promotion and how to present your Flights of Flavor.
- Offer the Flight Year Round: Let us know ASAP if circumstances demand that you makes changes to your offering or drop it from your menu.

Marketing Support

Participating businesses will benefit from a flurry of online, TV/radio, print and outdoor advertising and publicity, and receive in-store promotional materials:

- Rack Cards
- Posters
- Coasters
- Window Clings

We are asking guests to check in to participating locations using Bandwango technology on their smartphones (similar to Restaurant Week GR). Guests will be awarded points for each visit to a participating location, incentivizing them to visit multiple restaurants and breweries.

Questions?

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

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