

# Flights of Flavor

## Frequently Asked Questions



### 1 What is Flights of Flavor?

Flights of Flavor is our newest food and craft beverage promotion! We are taking the meaning of flights to a new level by giving our visitors a way to "sample" the city through a digital passport focused on food and beverage flights. Flights of Flavor will allow us to showcase our culinary and craft beverage scene in a unique way.

### 2 Do I have to select a price point for my flight similar to RWGR?

No, you are able to let your creativity run wild. We will just need to if you plan on offering a beverage flight, food flight or a Flight Flavor (combined food and beverage flight)

### 3 Once I sign up to participate does that mean I have to participate for a certain amount of time?

Flights of Flavor is meant to be a flexible pass program where partners can join and opt out at any time. You will just need to notify Jaylyn if you would like to be removed from the pass. If you are a Flights of Flavor grant recipient, there is a 6 month participation commitment.

### 4 Am I able to change my Flights of Flavor offerings?

Yes! At any time you would like to refresh your flight offerings you can, just notify Jaylyn of the changes and she will ensure the digital pass gets updated.

### 5 How do I become a participant in Flights of Flavor?

- Step 1: Join the Experience Grand Rapids partner network (\$250 annually)
- Step 2: Let our team know you would like to join Flights of Flavor
- Step 3: Fill out the form to let us know your unique Flights of Flavor offering
- Step 4: You're in!

### 6 What is the point system?

We have created a gamified system to encourage guests to visit multiple Flights of Flavor locations by earning points for each check-in. Once guests have secured a certain amount of points they can begin redeeming their prizes.

Upon signing up for flights of flavor you will select which type of flight you will be offering to patrons - a beverage only, food only, or a Flight of Flavor (paired flights). Based on your selection your flight will be worth "x" amount of points - the more creativity and effort the more points your flight will be worth!