



## TIPS FOR A SUCCESSFUL ELK GROVE RESTAURANT WEEK

### ABOUT ELK GROVE RESTAURANT WEEK 2019

Explore Elk Grove, the City of Elk Grove, and the Elk Grove Chamber of Commerce are teaming up with local restaurants to celebrate the delicious flavors of Elk Grove. For ten days in January, participating Elk Grove eateries will have special Restaurant Week offers and unique dishes.

Aside from promoting our local restaurants, this program will also benefit the Elk Grove Food Bank. We're asking each participating restaurant to donate \$1 to the Elk Grove Food Bank for every Restaurant Week special offer meal you sell during Restaurant Week. Explore Elk Grove will match every dollar to double the donations to the Food Bank. [Learn more about the Elk Grove Food Bank >>](#)

Elk Grove Restaurant Week is part of the California Restaurant Month, a marketing program organized by Visit California, our statewide tourism bureau. More than 30 cities participated in last year's California Restaurant Month and Elk Grove is proud to join the list in 2019.

### PROGRAM GUIDELINES AND DEADLINES

**MENU:** During the period of January 18-27, 2019, present every guest with an Elk Grove Restaurant Week menu. (A menu template has been provided for your use.) Menus should include the name of the program, the meal periods you are participating in, the price tier you are participating in and the offerings for each course. Please submit your menus to [info@ExploreElkGrove.com](mailto:info@ExploreElkGrove.com) by **November 30, 2018**.

**WEBSITE:** Feature the promotion on your website by no later than **December 15, 2018**.

**ASSETS:** Provide us with your business logo, restaurant and food photos, videos, and 150 words of descriptive copy by **December 15, 2018**.

**PROMOTIONS:** Help us spread the word about your participation in Elk Grove Restaurant Week by utilizing your Website, e-newsletters, social media channels, Open Table reservation confirmation emails, etc. Please use our restaurant week hashtag #EatElkGrove on your social media channels and be sure to tag us @ExploreElkGrove on Instagram, Facebook, Twitter. Program promotions begin December 26, 2018.

### MAKE THE MOST OF YOUR MENU

- Showcase several signature menu items that represent who you are so first-time will know what to expect when they return.

- We ask that you either offer a \$20 or a \$30 “prix-fixe” or “table d'hôte” menu.
- Remember \$1 for each meal will go back to the Elk Grove Food Bank.
- Plan your menu with kitchen-efficient dishes that you can execute easily during a rush and allow you to reflect the day-to-day quality associated with your restaurant.
- Utilize portion sizes that reflect those typically found on your menu year-round.
- Feature added value items such as wine pairings, specialty cocktails or supplemental courses to build sales; be sure to list prices for these clearly so diners don't think they are included in the menu price.
- Communicate with your purveyors and beverage suppliers well in advance to negotiate special pricing on larger orders or more economical menu options.
- Make sure to include vegetarian options.
- Talk to fellow restaurateurs who have participated in the program before, or other programs like it, to see what worked for them.
- Always offer your full menu alongside the Restaurant Week menu.

### **GET YOUR STAFF ON BOARD**

- Educate your staff about Elk Grove Restaurant Week well in advance and continue to discuss it as it approaches.
- Make any necessary schedule adjustments to manage an influx of traffic.
- Track restaurant week covers using a dedicated button on POS system
- Remind staff that Restaurant Week diners should be treated equally, not "less than" for ordering a special menu. If anything, they should receive extra attention because they could be your new regulars.
- Staff's attitudes towards Restaurant Week can make-or-break a customer's experience of your restaurant. They should focus on the opportunity to turn first-timers into regulars, so they can earn more in the long-run.
- Encourage add-ons/upgrades to restaurant week menus including wine or beer flights, etc.
- Acknowledge your staff for their hard work during this busy period. Incentives and a "thank you" go a long way to keep spirits high.

### **INTERNAL MARKETING TIPS**

- A small, affordable gesture such as a complimentary amuse bouche or shared starter for the table can make an impactful first impression for new diners.
- When possible, management should table-touch and find out about their Restaurant Week guests. This often makes first-timers feel like VIPs and encourages them to return.
- Having a process in place to capture and convert first-time diners is critical. Utilize email collection cards and then quickly send out a "thank you" after the close of the program; include a short-term bounce-back offer to get them back in your doors to experience the full menu.
- Talk about your participation in Elk Grove Restaurant Week on your Web site's landing page.
- Use your own marketing channels to spread the word leading up to the start of the program to spotlight your participation in it—such as e-blasts, e-newsletters, social media channels, Open Table email confirmations, guest check copy, footer copy on menus, etc.

Create simple promotions spotlighting your participation on Facebook, Twitter or Instagram and encourage guests to post photos of their meal while in-house or offer something special for those who “check in” while dining with you during the program.

### **TRACK YOUR RESTAURANT'S PERFORMANCE**

To measure the success of Elk Grove Restaurant Week for your restaurant, and to calculate your food bank donation, we will ask you for specific data at the close of the program via an online survey. **Please work with your staff PRIOR to the start of the program to ensure that you will be able to report the number of Restaurant Week meals sold during the program period.** You can do this by creating a special code in your POS and running reports by meal period at the close of the program. We will also ask you for subjective information such as estimated increase in sales, estimated increase in first-time diners, etc.

Please direct any questions related to:

**Restaurant Participation** - Ashley Newell at [Ashleynewell@me.com](mailto:Ashleynewell@me.com) or 916-955-6585  
**Marketing** – Kristin Berkery at [kb@kberkery.com](mailto:kb@kberkery.com) or 916-947-4026

or

**General Information** - JT Thompson at [jt@exploreeelkgrove.com](mailto:jt@exploreeelkgrove.com) or 916-832-4653

***Thank you again for your participation in Elk Grove Restaurant Week!***

**[www.ExploreElkGrove.com](http://www.ExploreElkGrove.com)**