



# ABERDEEN RESTAURANT WEEK 22 JAN - 4 FEB



**Aberdeen Restaurant Week (ARW)** will return for its first serving of 2024 from Monday 22 January - Sunday 4 February 2024.

A popular event with both businesses and customers, the aim is to increase customer footfall to boost the local economy and showcase the range and quality of the Granite City's eateries to residents and visitors alike.

Brought to the city by Aberdeen Inspired, ARW is a fantastic opportunity for levy paying cafés, bars and restaurants in the city centre to benefit from additional sales during a quieter period, build loyalty, retain and recruit new customers.

Landing in the quieter January period and with the cost-of-living still a focus for many people, **price** will continue to be a **key driver of success**. The main marketing campaign will run from 8 January and will focus on **promoting attractive value-based price offers** geared towards generating sales at a quieter time of the year.



To take part, restaurants simply need to offer a **unique ARW fixed price menu** for a set price of:

£10  
£15  
£20  
OR £25

**£10, £15, £20 or £25** (or all four!) a **Tasting Menu** or **special event** (price flexible/set by restaurant).

What restaurants provide for these price points is up to them but **must be an ARW exclusive offer**.



**Feedback from customers** is that '**good value for money**' and '**creative menus**' are key when making their ARW choices. Many commented on the exceptional value and creative menus offered by the likes of All Bar One, 8848, Shahbaaz, Olive Alexanders, How Boa Now/Bar 99, The Atrium, Dos Amigos, Siberia, The Spiritualist and The Pigs Wings in the August 2023 promotion (to name a few).

Where the restaurants proposed menus that offered little value or points of difference from their normal offering people were less attracted to choose that spot.



**Feedback from participating restaurants** who took part in the last promotion was overwhelmingly positive with those who did take time to curate appealing offers **reporting record sales and covers**.

So, **choose your price point** and make it **an appealing, unique and stand out** offer so you attract and showcase your restaurant to new customers and increase visits from existing customers.



**Guest bugbear – please show us the menus!!!** The main bugbear is that menus don't get published quickly enough for customers to browse. To do this we must receive your ARW menu in good time. Please try to finalise your menus **ahead of the busy festive period** and get them to us **as soon as possible**. We will go live online with the line up on 18 December 2023 to give the public a full 4 weeks to browse and make their bookings. **So, the deadline for menus is any time now** (if you plan to take part) but **no later than 30 November 2023!**





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## PROMOTION OF ABERDEEN RESTAURANT WEEK



Aberdeen Inspired support the event with a **widespread marketing campaign** including **digital** and **print** media coverage, **extensive social media activity** and support from local influencers and bloggers, plus **branded materials** for your venue.

Each participating restaurant will be given a **dedicated web page** on the Aberdeen Inspired website, featuring your **restaurant details, menu** and **enticing foodie images** to really help sell to the customer. We will also produce a menu template which can be used for your special ARW menu. If you have issues with design, just send over your menu text by email or in a word document and we can take care of the rest for you.



## WHAT YOU NEED TO DO BY THE END OF NOVEMBER



- **email** ARW@aberdeeninspired.com to **confirm your participation** ASAP.
- **Send your menu** and any **images** to feature on your web page by **30 November**.

## COSTS AND REQUIREMENTS

Aberdeen Inspired want to ensure we are offering good value for money to our levy payers, so participation is **FREE for all levy payers**. If you are not already aware, Aberdeen Inspired is a member organisation, funded by levy payers in the city centre. Levy is calculated at 1% of rateable value and is compulsory for businesses over a certain rate in the BID zone.



We would still be delighted to welcome non-levy payers to participate in the event by becoming a voluntary levy payer. If you would like to discuss becoming a voluntary levy payer and to find out the cost (specific to each premises), please contact ARW@aberdeeninspired.com for further details.



Our T&C's for taking part are simple. The **ARW menu (or menus) you set must be available throughout the event dates** (when open and within specific lunch or dinner periods as per your usual operating hours) and have **no restrictions on the availability** of the offer.

Customers should be able to **request the menu without pre-booking** (unless of course you are fully booked at the time already!) Your special menu/promotion should be **unique to the event** and not something you offer at other times.

TO SIGN UP TO TAKE PART, PLEASE EMAIL ARW@aberdeeninspired.com to **confirm your participation** ASAP **AND send your menu** and any **images** to feature on your web page by **30 November**.



If you have any questions, issues or suggestions for the event, please get in touch with us at [ARW@aberdeeninspired.com](mailto:ARW@aberdeeninspired.com).

It would be great to have a few Burns Suppers or special events as part of the new year promotion. If you're interested in putting a special event on then do get in touch.

**August 2023 saw the biggest edition of ARW to date** with 60 different eateries taking part.

We hope to get 2024 off to a great start with **a record breaking number of participating businesses** in the first promotion of the year.



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