



**ABERDEEN
RESTAURANT
WEEK** ———



ABERDEEN
inspired
BUSINESS IMPROVEMENT DISTRICT

ABERDEEN RESTAURANT WEEK FEBRUARY 2020: RESTAURANT INFORMATION PACK

The next Aberdeen Restaurant Week will take place from **Monday 24th February - Sunday 1st March 2020**. We are now seeking eateries in Aberdeen including restaurants, bars, cafes or take-aways to sign up to be a part of this popular event.

The Concept

Participating restaurants can offer any of the following options:

- **Lunch, 2-course menu for £10***
- **Dinner, 3-course menu for £20***
- **Tasting Menu (min 5 courses, price accordingly)**
- **Afternoon Tea (price accordingly)**
- **An Event such as dining with live music, drinks pairing**
- ***NEW FOR 2020*: Cookery classes, with pricing structure and timings tailored to your restaurant**

**Other than times at which the restaurant is closed, no time day/time restrictions are to be applied to this offer.*

What is Restaurant Week?

Restaurant Week is a tried and tested initiative first launched in Aberdeen in February 2018, aimed at increasing customer footfall to boost the local economy by showcasing the range and quality of the area's eateries to residents and visitors alike. It is a tremendous opportunity for cafés, restaurants and take-aways in the City Centre to showcase the area as a food-lover's destination of choice.

Why take part in Restaurant Week?

Aberdeen Restaurant Week acts as a marketing platform for participating businesses. We utilise digital and traditional media, local bloggers and work with the tourism board to maximise exposure for businesses. We aim to boost footfall into the city over the week and encourage customers to try new restaurants.

- The concept is hugely popular across the city centre, attracting residents and tourists to the city for the week
- Increased exposure for your business across all media
- Opportunity to attract new customers with an exclusive snapshot menu

Some tips for a successful Restaurant Week



Unique menus which demonstrate good value are most popular. It is an opportunity to offer a snapshot of your restaurant and entice customers to return.



Be descriptive of the dishes on the unique menu. You can create a package offering, however a soft/alcoholic beverage does not count as a course. Maximise the opportunity to upsell with matching sides or drink pairing/flights.



Make use of the social media packs provided for your Facebook, Twitter, and Instagram. Promote your participation on your Website and Trip Advisor.

The Marketing

- We will partner once again partner with the popular Society Magazine (Evening Express) to publicise the event; the restaurant line-up will be revealed along with menus, a series of feature interviews conducted with chefs and venue owners, restaurant reviews and other content
- We will also partner with local bloggers who will provide written content/reviews and general social media promotion of the event to their many followers; this marketing method has proved extremely successful for recent events
- In-house social media campaigns, press features and print material distribution across City and Shire
- A user-friendly website, with individual profiles for each participating restaurant/café to include feature menus and booking information
- Social Media Packs; prior to the start of Aberdeen Restaurant Week each participating restaurant will be provided with a social media pack including a collection of images to share on Facebook, Twitter and Instagram to help promote your own involvement in the event.

Want to get involved?

Please send us a note by email to restaurants@aberdeenrestaurantweek.com with the following details:

- **Restaurant name**
- **Staff contact name and email address**
- **Restaurant postal address**
- **A short blurb about your restaurant (3 sentences max)**
- **One or two high quality and unbranded photographs of your signature dishes (if available) for uploading on to the relevant page on the Aberdeen Restaurant Week website**
- **Aberdeen Restaurant Week Offer Choice (you are welcome to do one, some or all options noted above)**
- **Website address & social media links**
- **A quote about ARW and your menu/business (which may be used in our promotions)**
- **Your menu (once this is ready/available – see notes below)**

The sooner restaurants confirm by email they want to be involved in our event, the more marketing materials they can be included in, as many of our promotional plans are **subject to deadlines**.

By signing up to participate restaurants are automatically agreeing to the terms and conditions of the event.

Sign Up Deadline

Sign Up Deadline: MONDAY 20TH JANUARY 2020

If you miss the sign-up deadline, we can still host you on the website but it may be that you will not be able to take full advantage of the forthcoming extensive marketing campaign.

Menu Submission: MONDAY 27TH JANUARY 2020

Feedback shows restaurants that provide their menu/offering in good time are more likely to benefit from advance bookings as the public like to know what they are in for!

DON'T MISS OUT!

Menus are uploaded as a PDF to our website. Please feel free to incorporate the Aberdeen Restaurant Week logo to your menu design – if you need a copy of the logo please let us know.

Terms and Conditions

Participating restaurants can offer any of the following offers:

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- Dinner, 3-course menu for £20*
- Tasting Menu (min 5 courses, price accordingly)
- Afternoon Tea (price accordingly)
- An Event such as dining with live music, drinks pairing
- Cookery classes, with pricing structure and timings tailored to your restaurant

**Other than times at which the restaurant is closed, no time day/time restrictions are to be applied to this offer.*

- Adhere to the deadlines listed in order to maximise the event potential
- Utilise the social media pack

Further Questions?

For more information or to discuss getting involved further, please contact Andy Verreydt, Business Engagement Officer at Aberdeen Inspired:

- Phone: 01224 566 291
- Email: restaurants@aberdeenrestaurantweek.com