



ABERDEEN RESTAURANT WEEK **1-14 NOV**

2021 has been another difficult year for all businesses and in particular the hospitality sector as the impact of the pandemic continues to be felt. Restaurants are safe, welcoming, and trying hard to survive under really challenging operating conditions. We have a role to play in helping to rebuild customer confidence by encouraging people to come back out and enjoy safe dining experiences with friends and family, respecting the current rules in place.

Aberdeen Inspired have served up the highly anticipated twice-yearly restaurant week since February 2018 and the event has become a popular date in the calendar for both customers and restaurants. The aim of Aberdeen Restaurant Week is to promote and support local business and bring customers out into the city, encouraging them to try new places and return to visit familiar favourites.

We are delighted to announce that after extending for a second week at our last event in 2020, our next Aberdeen Restaurant Week will become a Foodie Fortnight, running for 2 weeks from **Monday 1 – Sunday 14 November 2021**. Once again, the scheme has been extended to welcome all Aberdeen City restaurants to participate and it's completely **free** to take part. All we ask is that you make a unique set price dining offer available to customers on the days you're open during the event dates.

The event provides a fantastic free marketing platform for you to showcase your mouth-watering food to reach new customers. We utilise digital and traditional media, local bloggers and work with Visit Aberdeenshire and Aberdeen City Council to maximise exposure for participating businesses. Aberdeen Journals will be covering the event in both print and online.



WHAT YOU NEED TO DO

- 1 Joining restaurant week is simple and easy. [Visit our website](#) and register your intent to take part using our [short sign-up form](#).
- 2 Create a unique dining offer for the fortnight:
 - £10 Lunch • £20 Dinner • Afternoon tea • Family meal deal
 - Prix fixe tasting menu • Any other fixed price offer • Any ARW special events
- 3 Submit your menus for our website and marketing materials by 12 October or as soon as possible
- 4 Show your support online by sharing and promoting Aberdeen Restaurant Week materials.

If you have any questions or suggestions for the event, please get in touch with us at ARW@aberdeeninspired.com

Sign Up Deadline is 12 October 2021. If you miss the sign-up deadline, you can still participate in the event and be featured on our website, but it is unlikely you will be able to take full advantage of the marketing campaign due to various print/production deadlines.

