



**ABERDEEN  
RESTAURANT  
WEEK**



**Aberdeen Restaurant Week (ARW)** will return in the summer of 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 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 summer 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 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** or a **Tasting Menu** or **special event** (price flexible/set by restaurant).

Agreed price points will be announced nearer the time but what restaurants offer **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 Grape & Grain, 8848, Shahbaaz, Madame Mews, The Atrium, Dos Amigos, The Spiritualist and The Pigs Wings in the January 2024 promotion (to name a few).

Where the restaurants proposed menus that offered little value or points of difference from their regular menu 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 as soon as sign up is live.

**The deadline for menus** will be announced when sign up is live.





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22 JAN - 4 FEB

## 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 NOW



- **email** [ARW@aberdeeninspired.com](mailto:ARW@aberdeeninspired.com) to **express your interest in participating**
- **When invited sign up and send your menu** and any **images** to us to feature on your web page by **the publicised deadline date.**
- Go live date / PR launch will be announced.

## COSTS AND REQUIREMENTS

Aberdeen Inspired want to ensure we are offering good value for money to our levy payers, so participation is **FREE**. 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. For January 2024 we are also able to welcome non-levy payers to participate in the event at no cost.



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](mailto:ARW@aberdeeninspired.com) to **express your interest in participating in the summer 2024 edition of ARW.**



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 special events as part of the promotion. If you're interested in putting a special event on then do get in touch.

