WESTERN NEW YORK
Local Restaurant Week
MARCH 26 - APRIL 1

A Bit of WNY Culture in Every Bite

$20.12 Dining Specials All Week!

## How to Maximize Your Participation in Local Restaurant Week!

1. Register early to ensure maximum publicity

2. Your menu is key!
   -The more appealing your offer, the more successful your week will be

3. Utilize your Local Restaurant Week marketing materials

4. Use the official Local Restaurant Week logos for your promotional use
   -Westernnewyork.localfoodservice.com - under LRW tab - Tips for Success

5. Familiarize your staff
   -Discuss this promotion with your staff to ensure they are familiar with any questions that your customers may have

6. The price is the hook
   -Once you have the customers in the door, UPSELL!
      -In addition to your $20.12 offer, create an offer for $30.12
      -Sell appetizers and desserts
      -Offer bottles of wine for a special price

7. Take advantage of increased traffic during Local Restaurant Week
   -Convert first time guests into repeat customers by:
      -Email collection cards
      -A visit from the manager to welcome guests
      -Courteous Service

8. Submit your offer as soon as possible
   -The public wants to know what you are offering for Local Restaurant Week

**The Next Steps...**

**Be part of Local Restaurant Week!**
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