

“But what also excites me about Restaurant Week is that it's a great example of how competitors can work together to achieve great results for all. Restaurants are tough businesses. These establishments ordinarily compete fiercely with one another for patrons. Yet during Local Restaurant Week they become allies helping promote dining out.”

Jonathan Tisch
from Restaurant Week and the Power of We

“Last March, we participated in Local Restaurant Week and had record sales, not just for the period, but for my entire 12 year operating history.”

Michael Ennis
Owner
Danny Sheehan's
Steakhouse

Local Restaurant Week proudly supports these charities:



**Food Bank
of WNY**



Local Food & Wine Harvest

March 8 - 14

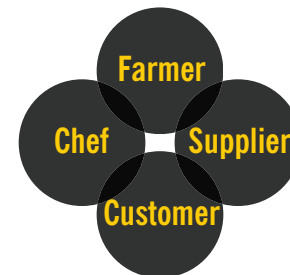
What is Local Restaurant Week?

Local Restaurant Week is a proven marketing vehicle that allows independent restaurants in a particular market to unite, brand and increase awareness of the importance of patronizing locally-owned food service establishments. By banding together, creating a common platform, offering incentive-based pricing, independent restaurants have demonstrated that they can mobilize local traffic patterns and increase business, even during traditionally slow periods of the business calendar.

What is LocalRestaurantWeek.com?

LocalRestaurantWeek.com is the supporting web platform that makes Local Restaurant Week into a seamless marketing event, connecting potential customers to participating restaurants, wineries, breweries and affiliated businesses that seek to brand themselves with the “buy local” movement.

The Local Connection



What is different about LocalRestaurantWeek.com?

Through our own practical experience, and an exhaustive examination of other “Restaurant Week” websites, we believe that LocalRestaurantWeek.com delivers the best online experience to capture the essence of this powerful marketing opportunity. Our site is easy to navigate, visually impactful, and provides up-to-date information that will compel people to act by supporting local participating businesses. The website follows a natural progression of supporting each Local Restaurant Week – lead-up, week-of, and follow-through- but also serves as a stand alone guide to a particular region’s culinary and restaurant culture.

What drives the popularity of Local Restaurant Week?

When an operator signs on, they become part of an experience that brings together natural competitors, compelling consumers to act through the collaborative nature of the event. In turn, operators are rewarded for their participation through increased traffic to their establishments and awareness of their business.

Contacts

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"My accounts that participated in Local Restaurant Week saw double digit increases in sales, sometimes record sales for that time period. By investing in Local Restaurant Week, we help local independents generate traffic during traditionally slow periods of the business cycle."

Jon Miner
Vice President Sales
Palmer Food Service

Business-to-Business Premier Sponsorship

Investment: \$1,500 (Six Months Term: Aug 15 - Feb 15, 2010)

Align your company with the participating restaurants of Local Restaurant Week. This unique promotion is powered by LocalFoodService.com, and an entire section of this website is devoted to fulfilling all of the requirements to make Local Restaurant Week the premier food service event in Western New York.

- Your company will receive a special Local Restaurant Week profile where all participating restaurants will click-in to register and obtain all information about Local Restaurant Week.
- As a Premier Sponsor, you will receive 20 discount coupons at \$25 each for your preferred customers to sign-up for Local Restaurant Week.*
- Your specific product offerings for your customers leading up to Local Restaurant Week will appear in your Premier Sponsor Profile. This profile should be used to celebrate your company's value proposition to the restaurant community including possible promotions tied into Local Restaurant Week.

* The Fall Local Restaurant Week promotion is limited to qualifying restaurants that meet the criteria outlined in the official registration form. Specifically, participation in Local Restaurant Week is restricted to local independent restaurants that feature table service and have the ability to sell beer and wine.

**The
Next
Steps**

Be part of Local Restaurant Week!
Please contact **Vince McConeghy**
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