



GUIDE FOR PARTICIPATING RESTAURANTS & EMPLOYEES

Restaurant owners and managers: Please print, post, distribute and/or email to all employees for maximum success for your establishment. An educated staff is key to success!

CONGRATULATIONS, your restaurant has taken a leadership role in the community by participating in the inaugural edition of Chippewa Valley Restaurant Week! Be proud of your team for taking part! Here's what you need to know:

2017 DATES: Restaurant Week lasts for 10 DAYS – Friday, September 15th through Sunday, September 24th.

YOUR RESTAURANT'S OFFER: Make sure you're aware of what your restaurant is offering during Restaurant Week so you're ready to discuss it with customers. It might be a special extra menu, special pricing, add-ons, or other cool stuff. Some places even host their own events. If you have an event, make sure to submit it to Volume One for inclusion in our online guide.

OTHER PARTICIPATING RESTAURANTS: There are more than 40 restaurants participating in the inaugural Restaurant Week - all kinds of places in Eau Claire, Menomonie, Chippewa Falls and more. You can see the full list at ChippewaValleyRestaurantWeek.com.

EVENT GUIDE FOR THE PUBLIC: There are two main ways to get all the details about menus, offers, deals, events, and more. **Online Guide:** The event website is at ChippewaValleyRestaurantWeek.com **Print Guide:** The September 6 issue of Volume One will have a special printed guide with all the menus and more.

TALK IT UP & PROMOTE: For weeks and days before Restaurant Week, and obviously during the event itself, be sure to build the buzz and talk with your customers about Restaurant Week and invite them back for it, describing any special offers or menus. Also make sure your restaurant posts about it on social media pages, mentions it in any emails or newsletters, and writes it on your specials boards or menu inserts, etc. Whatever means you have to spread the word, use it!

PASSPORT PROGRAM (IMPORTANT!): Every participating restaurant has a big stack of Restaurant Week Passports. Give these out to everyone you possibly can who is interested. When a customer visits 10 participating restaurants between September 15 and November 15 of this year (that's much longer than just Restaurant Week alone), they are eligible to win an all-inclusive **TRIP FOR TWO TO MEXICO**. For real, it's amazing. Or, if they visit only five restaurants, they can enter to win \$250 in local restaurant gift cards. When the customer shows their passport (or if they don't have one yet be sure to offer one), you simply **STAMP** or **SIGN** one of the 10 spots on the passport to validate the customer visited your place and paid for a meal of any kind. It would be good if your establishment endorsed the passport in the same way each time, with a certain stamp, special color marker, symbol, or initials of some kind to help stop forgery. But whatever works for your place is fine. The passports are only given out during Restaurant Week, but they can be stamped through November 15.

HASHTAG & PHOTOS: Encourage your customers to take photos! When people post photos on Instagram or Facebook of your restaurant, food, drinks, etc and use the official hashtag **#cvrestaurantweek** they have a chance to win a \$25 local restaurant gift card every day of Restaurant Week. We will randomly select one winner each day. But also encourage them to tag your restaurant and spread the word about YOUR place!

RESTAURANT WEEK EVENTS: There are events happening at many establishments, but there are a handful of "official" restaurant week events, including a ticketed kick-off event on Thursday, Sept 14 called the **First Taste Culinary Crawl**. Learn about others at: ChippewaValleyRestaurantWeek.com

BE SURE TO VISIT THE WEBSITE FOR MORE:
ChippewaValleyRestaurantWeek.com