



RESTAURANT WEEK MENUS:  
**SEPT 16 - SEPT 25**

PASSPORT PROGRAM:  
**SEPT 16 - NOV 16**

# 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.

BE SURE TO VISIT THE WEBSITE:  
[cvrestaurantweek.com](http://cvrestaurantweek.com)

VolumeOne

## » AN EDUCATED STAFF IS KEY TO SUCCESS, SO HERE'S WHAT YOU NEED TO KNOW:

### WHAT IS RESTAURANT WEEK:

- For 10 days (September 16th - 25th), local restaurants will promote special menus, offerings, great deals and unique food-themed events.
- Diners will use passports to be entered to win a trip to Cancun OR \$250 in restaurant gift cards - yes, you read that right! Volume One will provide these passports, and diners will expect to receive their passport at their first dining destination.

### IMPORTANT! PASSPORT PROGRAM:

#### EVERY PARTICIPATING RETAILER HAS A STACK OF RESTAURANT WEEK PASSPORTS

- **Give these out to everyone you possibly can who is interested.** The goal is for customers to visit 10 participating restaurants between September 16 & November 16, to be eligible to win a trip to Cancun! Or, if they only visit 5 restaurants during this time frame, they are eligible to win one of many fun local experiences. While Restaurant Week offers and menus are only available through September 25, the passport program lives on through November 16. Diners turn passports in to Volume One by November 16 to be eligible for the contests.
- 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 (no purchase necessary). So basically, the customer could purchase the Restaurant Week menu, any other item off your menu, or just come in to say hi and they would be able to get a stamp. If in doubt, **stamp it!** The only reason you wouldn't stamp a passport is if they already had your stamp. Each restaurant can only stamp a passport once.
- Endorse 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.
- Each person dining should have their own passport (do not stamp the same passport 4 times for a table of 4, stamp 4 **INDIVIDUAL** passports so each person can enter the contest)

### TIPS FOR RESTAURANTS EMPLOYEES:

#### KNOW YOUR OFFER & PROGRAM DETAILS

- **ALL** employees need to be aware of what your restaurant is offering and ready to discuss it with customers. It might be a special extra menu, special pricing, add-ons, or other cool stuff. Hold training sessions with employees, hang this flyer, have a group meeting, anything that works for your establishment to get this information to all employees.
- Don't forget to hang your Restaurant Week poster, set out the table tents, and utilize the check presenters so people know you are a participating restaurant.
- Having a special menu printed or writing your offer on your special boards would be great! Making sure your offer is visible to diners is important.

#### TALK IT UP & PROMOTE

- Before and during Restaurant Week, be sure to build the buzz and talk with customers about your special offer or menu and invite them back for it.
- Make sure you post about it on social media and in any emails or newsletters. What ever means you have to spread the word, use it! Visit [cvrestaurantweek.com/participate](http://cvrestaurantweek.com/participate) for access to a digital participant badge and Facebook cover image.

### 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 [CVRestaurantWeek.com](http://CVRestaurantWeek.com). Print Guide: The September 8 issue of Volume One had a special printed guide with all of the menus and more.

### HASHTAG & PHOTOS:

- When people post photos on Instagram or Facebook and use the official hashtag [#cvrestaurantweek](https://www.instagram.com/cvrestaurantweek) they have the chance to win a \$25 local restaurant gift card every day of Restaurant Week. We will randomly select one winner each day.
- Encourage your customers to take photos and tag your restaurant and spread the word about **YOUR** place!