



## Portsmouth Restaurant Week Participant Guide

The following guide is offered to help you and your staff get the most out of Portsmouth Restaurant Week. Below are some guidelines, tips, and suggestions. Additional materials and information will be provided to you, along with a refresh of this document, as we get closer to restaurant week.

### Restaurant Week Guidelines

The Portsmouth Restaurant Week Guidelines have been created in order to ensure fairness among all participants involved. If a restaurant does not follow these rules, they will not be invited to participate in future promotions.

Restaurant Week is not just about a discounted lunch or dinner; it is about creating a dining experience, and in doing so, it is imperative that participating restaurants adhere to the Portsmouth Restaurant Week promotion standards that reflect excellence in:

- Level of Service
- Diversity of Menu
- Quality of Ingredients
- Overall Experience

### Restaurant Requirements

1. Only restaurants with a valid City of Portsmouth business license can participate in Restaurant Week.
2. The fee to participate in restaurant week is \$55 per restaurant. You will be provided with an invoice after completing the online Google Form.
3. Your Restaurant Week prix-fixe menu should represent the quality of your restaurant and should reflect a savings from regular prices. Remember that your menu will leave an impression with diners, including many who may be trying your restaurant for the first time. *If you are a brewery, bakery, or a specialty restaurant that cannot meet the prix-fixe guidelines, please let us know. We'll work together to create a menu and experience for your establishment. We want you to participate too!*
4. Participating restaurants must provide their designated Restaurant Week menu by December 27, 2024 which will be posted on the official Portsmouth Restaurant Week's new website ([www.DineInPortsmouth.com](http://www.DineInPortsmouth.com)) by January 4, 2025.

5. Your LUNCH MENU must include at least two menu options for appetizers and at least two menu options for entrées at a \$15 or \$20 price point. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved.
6. Your DINNER MENU must include at least three menu options for appetizers, at least three menu options for entrées and at least two dessert options at a \$35, \$40, or \$45 price point. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved.
7. Your lunch and/or dinner menu include at least one item that is not currently offered on your current menu.
8. The Restaurant Week menu must be presented to all patrons during the program dates. Patrons should not have to request the special menu when they are seated. The full table is not required to order off of the Restaurant Week menu.
9. Beverages, taxes, and gratuities are not included in the prix-fixe offer, unless otherwise stated on your menu.
10. You agree to complete a post-event survey within 30 days of receipt of the survey.
11. You agree to track and report the number of restaurant week meals ordered through January 24, 2025 to February 1, 2025.
12. You must cross-promote Portsmouth Restaurant Week through its own social media, communications, and advertising channels.

## **Promoting Restaurant Week**

We will be promoting restaurant week through social media, digital billboards, and local news outlets. Here are some things you can do as well:

- Get your menu and logo to us when requested.
- If possible, use your POS system to announce your participation. Make sure Restaurant Week information is printed on guest checks.
- Email your regular customers and inform them about Restaurant Week.
- Display the Restaurant Week posters in your restaurant.
- Add the Portsmouth Restaurant Week event to your Facebook page > visit the Restaurant Week event, hit the ellipsis, click add to page. Please DO NOT create your own Restaurant Week event on Facebook.
- Tag your Restaurant Week posts with @visitportsva and #visitportsva #dineintown
- Spread the word. A dedicated allotment of promotional materials will be delivered to participating restaurants in January.
- Use social media and share your progress leading up to Restaurant Week.