



DENVER RESTAURANT WEEK 2008, Q&A

Q: *Do I have to offer a multi-course dinner for \$52.80 for two or \$26.40 for one to participate?*

A: Yes. It is completely up to the restaurant to determine the menu, but to participate in the program you must have a multi-course meal for the fixed price of \$52.80 for two, or \$26.40 for one (not including tax and gratuity). The program must offer a multi-course meal and must be available to a single diner for \$26.40. You can offer one choice for dinner or have three or four options for the fixed price. You can also offer your full a la carte menu. Most of the restaurants participating in 2007 offered three or four selections and printed a special Denver Restaurant Week menu, in addition to offering their regular menu.

Q: *Can I offer “upgrades” to the menu for more money?*

A: Yes. Several restaurants offered a fixed price multi-course meal for \$26.40 with additional options for more money. That is, you could offer the basic option for \$26.40 and add, “With shrimp, add \$4.00; with lobster, add \$8.00.” But you must offer at least one multi-course option at the \$26.40 price.

Q: *Can I include liquor in the fixed price?*

A: Yes. You can include beer, wine, cocktails or any other beverage in the multi-course fixed price. Many restaurants include a bottle of wine to reach the \$52.80 price point for two.

Q: *Do I have to be a member of the Denver Metro Convention & Visitors Bureau or Colorado Restaurant Association?*

A: No, but if you are a member of either organization you save \$100 in registration costs. Cost to participate in Denver Restaurant Week is \$350 for members; \$450 for non-members. To learn more about the benefits of being a member of the Denver Metro Convention & Visitors Bureau and to qualify for discounted DRW rates and other benefits, contact Robyn Carnes at rcarnes@denver.org or 303.571.9436

Q: *How will Denver Restaurant Week be promoted?*

A: All registration fees will be used for marketing.

- There will be more than 1,000 column inches in the Denver Newspaper Agency (*The Denver Post* and the *Rocky Mountain News*) including:
 - A dedicated Web site will list all participating restaurants and their full DRW menus. In 2007, the Denver Restaurant Week Web site received 119,000 unique visits with each visitor spending an average of 11 minutes on the site, viewing an average of 42 menus.
 - A full page Denver Restaurant Week ad will appear in *5280 Magazine*.
 - 25,000 informational “z-cards” listing all participating restaurants, phone numbers and addresses will be distributed to participating restaurants, hotels, information



centers, liquor stores and other retail locations, as well as in car rentals, cabs, at Denver International Airport and in the Colorado Convention Center.

- 500 posters will be distributed to participating restaurants and will be displayed in various locations throughout the Denver metro area.
- An ongoing public relations campaign will include an announcement press conference/event, chef specials and possible tie-ins with television and radio stations featuring selected chefs.
- Channel 9, KUSA will feature a different participating chef each day on the 4 pm News and a different dish each night on the 10 pm news.
- A Denver Restaurant Week card will be sent by direct mail to 50,000 upscale households.
- Denver Restaurant Week ads will run on all restaurant radio shows including the Gabby Gourmet.
- Denver Restaurant Week promotions will run on RTD buses on the 16th Street Mall and throughout the city.
- Open Table will send email blasts about Denver Restaurant Week to their full membership list.
- Denver Restaurant Week promotions will be on all Frontier Airline jets during the month of February.
- E-mail blasts promoting Denver Restaurant Week will be sent to various distribution lists including 40,000 contacts on the Denver Metro Convention & Visitors Bureau's e-mail list and many others.

Q: *Can I also advertise in Denver Restaurant Week?*

A: Yes. When you register for the 2008 Denver Restaurant Week, you have the opportunity to order a special 2 column x 4 inch ad in both the *Rocky Mountain News* and *The Denver Post* for the special Denver Newspaper Agency advertising package of \$990 for members of either the Denver Metro Convention & Visitors Bureau or Colorado Restaurant Association; or \$1090 for non-members. This will allow your ad to reach one million readers at a substantially reduced advertising rate. You have the option to advertise your Denver Restaurant Week menu or anything that you choose in this space. This price includes participation in Denver Restaurant Week and two ads.

Q: *If we are chain restaurant, does each unit in the chain have to register if they want to participate?*

A: Yes. All restaurants receive identical benefits so each participating restaurant has to register individually. However, it is not necessary for all members of the chain to join.