



## FAQs for Restaurants Participating in Denver Restaurant Week (DRW)

### Does my restaurant have to participate for ten days?

Yes. All participating restaurants are required to offer the DRW multi-course menu for the full ten day period.

### Do I have to offer a multi-course dinner to participate?

Yes, to participate in the program you must have a multi-course meal for one of the three price point options of \$25, \$35 or \$45 per person (not including tax and gratuity), but within that framework, it is completely up to the restaurant to determine the menu. 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 that participated in the past offered three or four selections and printed a special Denver Restaurant Week menu, in addition to offering their regular menu.

### Can I offer menus at multiple price points?

No, each restaurant needs to select ONE of the three price points offered: \$25, \$35 or \$45 per person. The registration process will allow you to select only one option.

### Which price point is right for my restaurant?

That's up to you and your business goals during Denver Restaurant Week. Over the years we know that diners appreciate the restaurants that offer good value for their money during DRW, so think about offering the LOWEST price point that still allows you to offer the quality you're known for and the variety diners expect, while making sure that DRW is a financial success for your restaurant.

### Can I offer "upgrades" to the menu for more money?

Yes. Several restaurants offered a fixed price multi-course meal with additional options for more money. That is, you could offer the \$35 menu and add, "With shrimp, add \$4.00; or "Add a glass of wine for \$5.00." But you must offer at least one multi-course option at one of the three price points. Also, offering these extras could be a great way for restaurants to hit higher price tiers in their base menu.

### Do I have to include liquor in the fixed price?

Your call. You can include beer, wine, cocktails or any other beverage in the multi-course fixed price, or offer affordable options a la carte. For example, many restaurants include a glass of wine to reach the DRW price point. Alternatively, many restaurants offer discounted cocktails or wine as additional ways to grow the guest check.

Note: E&J Gallo Wineries has partnered with Denver Restaurant Week for the last seven years and they have a robust program to offer certain wines at great pricing to participating restaurants. If you are interested in learning more about this program, contact Sarah.Hoy@ejgallo.com

### Do I have to be a partner of VISIT DENVER in order to participate?

No, but if you are a partner of VISIT DENVER you save up to \$100 in registration costs. The cost to participate in

Denver Restaurant Week 2017 is \$350 for VISIT DENVER partners, \$400 for members of the Colorado Restaurant Association and \$450 for restaurants that are not members of either organizations. To learn more about the benefits of being a partner of VISIT DENVER, The Convention & Visitors Bureau and to qualify for discounted Denver Restaurant Week rates and other benefits, contact Joni Watkins at [jwatkins@visitdenver.com](mailto:jwatkins@visitdenver.com) or 970-372-9855.

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

- Online, print, magazine and radio advertisements with a variety of our local, statewide and regional media partners
- A dedicated Denver Restaurant Week web site that will list all participating restaurants and their full Denver Restaurant Week menus.
- Informational brochures listing all participating restaurants, phone numbers and addresses will be distributed to participating restaurants, visitor information centers and other retail locations, as well as distributed with the January 26 issue of Westword.
- Posters will be distributed to participating restaurants that will be displayed in various locations throughout the Denver metro area.
- An ongoing public relations campaign will include a launch press conference/event, chef specials and possible tie-ins with television and radio stations featuring selected chefs.
- Denver Restaurant Week promotions will run on the RTD Mall Ride and inside Light Rail cars.
- Open Table will send email blasts about Denver Restaurant Week to their full membership list.
- E-mail blasts promoting Denver Restaurant Week will be sent to various distribution lists including 65,000 contacts on VISIT DENVER's e-mail list and many others.

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

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. Each will be listed separately on the website.