



Greater Fort Lauderdale Restaurant Month

SEPT 1-30

FAQs for Restaurants Participating in Crave GFL Restaurant Month

Is my restaurant required to offer the Crave GFL Restaurant Month menu on weekends?

No. All participating restaurants are asked to offer the Crave GFL Restaurant Month menu Sunday through Thursday, though you may choose to offer it on weekends if you'd like.

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

Yes. To participate in the program, you must offer a three-course meal for one of the price point options of \$35 or \$45 per person (not including tax and gratuity). In the past, most restaurants have offered a 3-course menu, but some have added additional courses or included a drink.

Can I offer menus at both price points?

Yes. You may choose to offer both price points if you have an extensive menu and feel that each menu would have the same percentage value.

Which price point is right for my restaurant?

That's up to you and your business goals for the run of the program. Over the years we've found that diners appreciate the restaurants that offer the best value for their money during Crave GFL Restaurant Month. Consider 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 the program 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 upgrade options for additional cost. For example, you could offer the \$35 menu and add, "With shrimp, add \$4 or "Add a glass of wine for \$5." You must offer at least one three-course option at one of the two 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?

No. 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 Crave GFL Restaurant Month price point. Alternatively, many restaurants offer discounted cocktails or wine as additional ways to grow a guest's check.

Do we have to pay to participate in the program?

Yes. There is a nominal mandatory fee of \$500 to participate to offset the multi-platform marketing initiative. We also collect (2) \$100 dinner certificates from each restaurant which is used for promotions and media visits.

How will Crave GFL Restaurant Month be promoted?

- The GFLCVB will be promoting Crave GFL Restaurant Month through a variety of local, statewide and regional media partners including television, radio, billboards and print, plus targeted engagement through social media.
- A dedicated Crave GFL Restaurant Month web page featuring your restaurant and Crave GFL Restaurant Month menu: sunny.org/cravegfl.
- An ongoing public relations campaign will include a launch press release, and possible tie-ins with television and radio stations featuring selected chefs on radio, local television and reviews by social influencers.
- Open Table will send email blasts about Crave GFL Restaurant Month to the local hospitality industry.
- E-mail blasts promoting Crave GFL Restaurant Month will be sent to various GFLCVB consumer and trade distribution lists.

If we are a chain restaurant, is each unit in the chain required to register separately if they want to participate?

Yes. All restaurants receive identical benefits so each participating restaurant must register individually. However, it is not necessary for all members of the chain to join. Each will be listed separately on the website.