Charleston RESTAURANT WEEK

RESTAURANT WEEK 101

for participating restaurants

Explore *Charleston*

LHA LOWCOUNTRY HOSPITALITY ASSOCIATION

Charleston Restaurant Week Dates
September 4-15, 2019 • January 8-19, 2020

History of Charleston Restaurant Week

Charleston Restaurant Week began in January 2010 as an incentive to help fill seats at a time that is typically slower for restaurants. The original idea was to remind locals of their favorite restaurants and to invite them to try new ones. It worked! With its popularity, Restaurant Week has become one of the most highly anticipated culinary events in the Charleston area that now attracts visitors as well.

Restaurant Week Help

Restaurateur Steve Kish from Queen Street Hospitality has found Restaurant Week to be beneficial to his business. Steve has been participating in the program since 2010 and doubles his sales with each installment!
Following are some of his tips:

- Send your menu to us as soon as possible! It's hard to 'sell' a reservation without a menu.

- There are many participating restaurants. Make your menu sound appealing—sell it! Guests love options; maybe even include a vegetarian option.

- With the high demand of reservations at this time, add a reservation policy of some sort ie. same day confirmation. This will help minimize your "no-show" rate.

- This is the time for your staff to up-sell. Maybe run an internal contest for a wine special during the time period and the server that sells the most bottles will receive a prize.

- Figure out your individual logistics before restaurant week begins. You want this to be as seamless as possible but a positive experience for both the guests and staff. Any clauses can be added to menus, such as:

    - Menu subject to change

    - Restaurant week menu only available

    - Not valid with take out orders

    - Tax and gratuity not included

- Connect socially vis Facebook/Instagram/Twitter to help with mouth-watering advertising. See next page for sample ideas.

LET'S GET SOCIAL…POST AND RE-POST!

Social Media Hashtag:

#CHSRestaurantWeek

Graphic:

Charleston **RESTAURANT WEEK** | **SEPT 4** *Thru* **15**

If you would like an electronic copy, please send a request to kahl@explorecharleston.com

Website:

www.LowcountryHospitalityAssociation.com/Charleston-Restaurant-Week/

Sample Facebook/Instagram Content along with restaurant imagery:

Get your **#CHSRestaurantWeek** on bc it's finally here & yours truly is taking part! Head to the link in our bio for all the delicious deets! **#CHSeats #HolyCityEats**

You cannot miss our **#CHSRestaurantWeek** menu. X courses for $XX! Link in our bio takes you to our menu.
PLEASE NOTE: we are not responsible for growling noises from your stomach when you see it. **#CHSEats**

Where are you eating for **#CHSRestaurantWeek** this week? If it's not here, you'll be missing out on this deliciousness.
(insert image of dish)

Pay us a visit during **#CHSRestaurantWeek** for our mouthwatering *(insert dish name and image)* **#CHSeats #HolyCityEats**

Sample Twitter Content:

Get your **#CHSRestaurantWeek** on bc it's finally here & yours truly is taking part! *(insert link to menu)* **#CHSeats #HolyCityEats**

We are offering X courses for $XX for **#CHSRestaurantWeek!** Menu > *(insert link to menu)* **#CHSEats**

Where are you eating for **#CHSRestaurantWeek** this week? Check out our menu at > *(insert link to menu)*

Pay us a visit during **#CHSRestaurantWeek** for our mouthwatering *(insert dish name and image)* **#CHSeats #HolyCityEats**
(insert link to menu)

Restaurant Week Checklist

_____ Sign-up with your membership for participation or send us an email

_____ Send high-res logo (kahl@explorecharleston.com)

_____ Send menu in a Word doc (no pdf) (kahl@explorecharleston.com) **DEADLINE: August 15, December 12**

_____ Send reservation link, if you have a preference on a particular one (kahl@explorecharleston.com)

_____ Send in $150 gift cards (Explore Charleston, Attn: Kara Ahl, 423 King St, Charleston, SC 29403)

Menus

Once you send over your menu, we will place on the appropriate websites (lowcountryhospitalityassociation.com and scrla.com, for January only). We can revise and update the menus once sent.

Mark your calendars!
CHARLESTON RESTAURANT WEEK
JANUARY 8-19, 2020