

## WILLIAMSBURG AREA RESTAURANT ASSOCIATION

### WILLIAMSBURG RESTAURANT WEEK: JANUARY 27 – FEBRUARY 3, 2008

#### What is Restaurant Week?

WARA launched Williamsburg Restaurant Week last year to promote off-season dining for WARA restaurants. Given the positive feedback from last year's participants, WARA is going ahead with plans for 2008.

#### How Does Restaurant Week Work?

Restaurants can choose to participate in lunch, a dinner, or both lunch and one dinner. As in 2007, we are offering two price levels for dinner based on the National Restaurant Association annual model. Participants must agree to offer the discount product (remember, it's a product discount, not a paper discount) at these price levels:

Two-course prix fixe menu for lunch	(actual value of \$14 or more)	for <b>\$10.08</b>	
Three-course prix fixe menu for dinner	(actual value of \$30 or more)	for <b>\$20.08</b>	-or-
Three-course prix fixe menu for dinner	(actual value of \$45 or more)	for <b>\$30.08</b>	
(\$30.08 dinner price level designed for restaurants with higher average checks)			

#### How Will Restaurant Week Be Promoted?

Advertising plans include local newspaper ads, radio spots, the WARA website and Virginia Tourism websites, as well as posters and rack cards. The cards will be distributed locally and given to participating restaurants for advance promotion to customers. WARA will absorb all costs of promoting the event if a minimum sponsorship level is achieved.

#### Be a Part of the Early Promotion Efforts as a Restaurant or a Sponsor

Participating restaurants must be a WARA member in good standing (2008 dues are paid by January 1; invoices go out in December). Twenty-two (22) WARA restaurants participated last year and Sysco Hampton Roads was a sponsor. Restaurants and Associates making an advance commitment now as a participating restaurant or sponsor will be included in press releases and promotions prior to the event. A Participation Agreement form will be mailed to all WARA members.

#### Commit to Restaurant Week Today!:

Restaurant Name for Restaurant Participants:

Company Name for Sponsors:

Key Contact Name:

Phone:

Email:

Questions? Contact Rex: 564-7700; [rexhoover@erols.com](mailto:rexhoover@erols.com)