

HOW TO PROMOTE YOUR RESTAURANT

Stephane Bombet

“We use so many avenues. Social media is big. We do a lot of **NEIGHBORHOOD OUTREACH** via cocktail parties, loyalty cards, and other similar promotions. Living in L.A. means that you have thousands of potential customers around you. We try to make them feel special and at home.”

Chef Susan Feniger

“**CREATE A CONTEST** during dineL.A. Restaurant Week! Diners post a picture of their meal and we pick the best photo after the event. The winner will get “A Meal for 2” as the prize.”

Chef Neal Fraser

“Promote your restaurant through your **AMAZING MENU, SOCIAL MEDIA, CHECK PRESENTERS,** and if appropriate, table tents. Drive traffic to the dineL.A. website. Encourage dineL.A. guests to eat at multiple restaurants during the evening for an additional discount or promotion.”

Chef David LeFevre

“**MAKE POSITIVE SPINS ON THE dineL.A. RESTAURANT WEEK EXPERIENCE.** When you’re promoting your restaurant, the sentiment should be, ‘We are so excited to be a part of L.A.’s largest food event of the year and are focusing our efforts on our new guests and providing current guests with new dishes at an incredible value!’”

Chef Mary Sue Milliken

“We use the **#dineLA HASHTAG** on all our social media posts so that prospective diners can find us and dineL.A. could re-tweet and repost. We also publish our menus on our websites and newsletters.”

Yuta Tsunoda

“**SOCIAL MEDIA IS A GREAT MARKETING TOOL.** Create a contest for a complimentary meal, ask your fans what they would like to see on the dineL.A. menu, and ask for feedback after the event. Before Restaurant Week kicks off, invite select influencers to preview your dineL.A. menu. Create buzz around your restaurant’s dineL.A. participation and don’t forget about email blasts.”

HOW TO PROVIDE A GOOD EXPERIENCE FOR DINERS

Stephane Bombet

“It’s all about being warm and welcoming and answering our customer’s requests. We are here for them. **WE TAKE NOTES ON EACH RESERVATION AFTER THEY LEAVE** and follow up with 5-10 reservations a day to ask about their experience. We discuss the feedback and address issues at daily staff meetings.”

Chef Susan Feniger

“We make sure to get our staff excited. dineL.A. Restaurant Week can be challenging, but it’s a great opportunity to gain new customers. So it’s very important to **GET YOUR TEAM BEHIND THIS** and they understand why you’re participating in the event. Your team needs to be on board for the guests to see how great the energy, food, and service really are. It’s all about being the cheerleader!”

Chef Neal Fraser

“Provide a great experience by bringing your A-game. **DON’T CHEAP OUT.** Restaurants that cheap out do not shine during dineL.A. Restaurant Week. This is the time to show the world what a great dining city Los Angeles is and what a great restaurant you run. Kill the customers with kindness and an amazing experience. They will tell their friend, who will then tell their friend, and so on...”

Chef David LeFevre

“Provide a good experience for diners with **TABLE TOUCHES** by the chef or a designated member of the team, thanking the guest for choosing to dine at your restaurant. For example, ‘Thank you so much for deciding to dine with us during dineL.A. Restaurant Week. We appreciate you choosing our restaurant and I would personally like to be of assistance to you moving forward if you ever need help with reservations at any of our other restaurants.’”

Chef Mary Sue Milliken

“For the entire month in our **PRE-SHIFT MEETINGS**, we reinforce what a great promotional opportunity dineL.A. Restaurant Week is to our diners. It’s really important for them to convey their enthusiasm to the guest who may not have come specifically for dineL.A., but could be converted.”

Yuta Tsunoda

“Great service goes a long way. You want every dineL.A. customer to come back. **TREAT THEM LIKE VIPS.** Get creative with more than the dishes. For example, managers should touch tables or the chefs can sign the menu.”

HOW TO CREATE A COMPELLING MENU

Stephane Bombet

“I believe the dineL.A. menu should be elegant and attractive. With that in mind, we use **NOBLE INGREDIENTS** that may not be a part of our regular menu. We offer amuse bouche and mignardises, too. It’s all about the experience, nowadays. People will spend money for a menu that looks really special.”

Chef Susan Feniger

“At Border Grill and Mud Hen Tavern, we think about how we can draw in new customers by offering both new and classic dishes. The dineL.A. menu has to feel like a great deal and also has to showcase our best. **I ALWAYS TRY TO OFFER MORE AND OUR BEST** because I want people to be blown away. Cheap and easy dishes make for unimpressed diners, and you miss the whole purpose behind dineL.A. Restaurant Week.

A TIP FOR LUNCH MENUS: While they work for dinner, desserts aren’t a big selling point during lunch.

I like to add an upsell or a drink pairing. Also, implementing **VEGETARIAN OPTIONS** is important, as this is an area that’s often missed.”

Chef Neal Fraser

“Write a menu that seems like an **ELEVATED EXPERIENCE** over what you normally do - whether that is a discount of your already amazing food or bringing your food to the next level so you can expose new customers to your restaurant and cuisine.”

Chef David LeFevre

“Create special dishes that are currently not on your menu and that you will continue to have. This way, the guest can return for these dishes.”

Chef Mary Sue Milliken

“At Border Grill, we love to use dineL.A. Restaurant Week to introduce diners to our **BEST AND BRIGHTEST NEW DISHES**, offering at least 15 items to choose from.”

Yuta Tsunoda

“Utilize interesting ingredients - have an experimental dish in mind?
Make it fun - make it memorable - **MAKE IT INSTAGRAM WORTHY.**”