

# SF RESTAURANT week

October 15- October 24, 2021

Fall Edition 2021

# About SF Restaurant Week

SF Restaurant Week (SFRW) is a **10-day promotional campaign** designed to drive traffic to participating restaurants and celebrate the City's unique culinary landscape.

- **Participating restaurants offer special prix-fixe menus throughout the 10 days.**
- **Registration will allow your restaurant to be listed on the “Participating Restaurants” page on SFRW’s website with a copy of your prix-fixe menu and link to your website.**
- **Fall edition of SF Restaurant Week will be held **October 15-24, 2021****
- **SF Restaurant Week is managed by the [Golden Gate Restaurant Association](#)**

# How can restaurants participate?

- **All participating restaurants are required to offer prix-fixe menus at one of the six San Francisco Restaurant Week price points.**
- These menus can be offered for indoor/outdoor dining, to-go, delivery, or as meal kits.
- You can choose from the following prix-fixe menu options:
  - Lunch (2+ Courses/Items): \$10, \$15, \$25
  - Dinner (3+ Courses/Items): : \$25, \$40, \$65
- **Don't think a prix-fixe menu will work for your restaurant?**
- **SF Restaurant Week is flexible! Keep reading to learn more!**

# How can I make SFRW pricing work for my restaurant?

**I don't normally offer courses. Can I get creative with what I'm offering on my menu(s)?**

Yes! As long as you offer 2+ Items/Courses or 3+ Items/Courses, you are welcome to be as creative as you like!

- Some ideas include:
  - Lunch or Dinner for Two (Example: \$40 Dinner for 2 people)
  - Family Style Pricing (Example: \$65 Dinner that serves 4 people)
  - Meal Kits
  - Beverage pairings (either included in the cost of the menu or offered as supplemental items)

# What should I consider when creating my SFRW menu?

SFRW is a chance to offer guests a special deal. We recommend offering one of the following:

- **A discounted rate:** If your prix-fixe menu offers guests a special deal, guests will take note and be more inclined to visit you during SF Restaurant Week to take advantage of the discount.
- **An exclusive menu item:** If you offer a special menu item that is only available during SF Restaurant Week, you will be offering a limited time experience for your guests.

# What does participation include?

If you register for SF Restaurant Week, your restaurant will be listed on the SFRW's "Participating Restaurants" page. Your listing will include:

- Restaurant Name
- Address
- Neighborhood
- Cuisine Type
- Website Link (if applicable)
- Reservation Link (if applicable)
- SF Restaurant Week Menu Price Points
- A PDF of your SF Restaurant Week Menu(s) that you provide to us
  - [View example menus here](#)

# How is SFRW marketed and promoted to guests?

- Apart from garnering media attention throughout the city, SFRW is largely marketed through our consumer-facing brand, [Eat Drink SF](#) via our [Instagram](#) with over 95,000 followers, as well as our extensive email audience.
- SF Restaurant Week is also promoted through our sponsors and community partners, including [SF Travel](#).
- All participating restaurants will also receive a virtual Social Media kit to help spread the word!

# How are orders and reservations handled?

- Participating restaurants will be able to link their website and/or reservation link to their listing on the SF Restaurant Week “Participating Restaurants’ page.
- All reservations and to go/delivery orders will be booked directly through the restaurant or the restaurant’s reservation platform.



# What is the cost for restaurants to participate in SFRW?

**Participation is free for Golden Gate Restaurant Association (GGRA) members!**

- You must be an active GGRA member to register as a participating restaurant.
- If you are not a current GGRA member, you can find our [full list of membership benefits and membership pricing here](#).
- Annual membership dues are based on a restaurant's or restaurant group's combined 2020 revenue.
- You can [join or renew as a restaurant member here](#).
- Once you become an active member, you will be able to participate in SF Restaurant Week free of charge. Keep reading for registration info!

# I'm a GGRA Member- how do I register for SFRW?

- Active GGRA Members can [register as a participating restaurant here](#).
- The deadline for all participating restaurants to register is Friday, September 24, 2021.
- If you have any questions or need any assistance, please contact us at [ggra@ggra.org](mailto:ggra@ggra.org).

Questions? Contact us!

Golden Gate Restaurant Association

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