

FREDCo EATS

RESTAURANT WEEK

#FredCoEatsRW



Jan. 29 - Feb. 4, 2024 FredCo Eats Restaurant Week features YOU — our local restaurants, creative chefs, and restaurant families!

PARTICIPATION PARAMETERS

Eligibility:

Restaurants (including food trucks) must have a current Frederick County, Middletown, or Stephens City, Virginia, business license and be physically located in Frederick County, Virginia. Food trucks will set up in Frederick County. Eateries must be compliant with all tax obligations and applicable ordinances and regulations. Applications cannot be approved until outstanding obligations are met.

Availability:

Restaurants commit to offering a Restaurant Week menu and/or special pricing during each of its normal operating days during Restaurant Week. The operating schedule, location (food trucks), and menu/promotional pricing must be submitted to FredCo Eats by Tuesday, January 9, 2024.

Menu Options:

Multi-Course Menu Draw in new customers and reward existing customers through chef-inspired menus at value pricing. Price points are at the discretion of the restaurant, but should include typical portion sizes and reflect a value to the customer. Two or three options should be offered for each course. Taxes and gratuity are not included in the multi-course pricing.

Meal Deals Offer specially priced entrees, cocktails, appetizers, desserts, or a family meal pack at a value price. Price points are at the discretion of the restaurant. Taxes and gratuity are not included in the pricing. Meal deals are a great opportunity to introduce new menu items for the week at a special price to supplement your normal menu.

% Off Extend a percentage off discount to patrons during Restaurant Week.

Each guest should be presented with the Restaurant Week promotion during Restaurant Week, either as a printed menu insert, on a chalkboard or sign, through QR codes within the restaurant, or in other ways consistent with the restaurant's operations.

Restaurants will provide the details of their special menus and promotions to FredCo Eats by Tuesday, January 9, for inclusion in the FredCo Eats Restaurant Week digital menu guide. The guide will be posted to FredCoEats.com and shared on social media outlets.

Guest Preferences: Restaurants are encouraged to offer Restaurant Week menus for dine-in and carryout.

Promotion: Restaurants grant FredCo Eats permission to use restaurant's logo, name (including owner and chef names), and imagery in Restaurant Week promotions. Diners will be able to download a Restaurant Week Passport at FredCoEats.com and will receive a stamp when dining at a participating restaurant during Restaurant Week. Stamps will be provided to eateries for the passport prize pack promotion.

Measuring Success: Restaurant agrees to complete a post-event survey within 30 days of receipt of survey. Restaurant agrees to track and report number of restaurant week meals ordered.

Apply to Participate ➔ FredCoEats.com
Deadline: January 5, 2024

FREDCo EATS
 FREDERICK COUNTY, VIRGINIA

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