



A GUIDE FOR STAFF

We offer these tips to help your staff prepare for a successful Restaurant Week experience. Additional materials designed to help raise customer awareness will be available at the kick-off event.

DATES:

- March 18 through March 31, 2012.

DESCRIPTION:

- Participating restaurants offer a special, fixed-price, three-course dinner menu. Many also offer a special three-course lunch. Staff should be aware of your participation (dinner only or lunch and dinner) and any exclusions.

PRICING:

- The fixed price is \$29.95 for dinner and \$20.95 for lunch. Price excludes beverage, tax and tip.

RESERVATIONS:

- In late January M&T Bank, WHUD Radi, The Valley Table and other sponsors will make a first announcement to VIP customers that reservations are open.
- Expect an unusually high volume of calls for reservations during Restaurant Week. Hosts/Hostesses should be prepared with your reservation policies for the week as well as the days of participation, cost and other details.
- To avoid “no-shows,” we recommend confirming reservations ahead of time and asking your customers to call if their plans change.

MENU PRESENTATION:

- Make sure your Restaurant Week menus have all necessary information on them, **particularly noting that beverages, tax and tip are not included in the Restaurant Week price.**
- We suggest that guests be presented with both your standard menu and the Restaurant Week menu at the start of the meal. **A guest should not have to ask for the Restaurant Week menu.**
- We suggest incorporating the Hudson Valley Restaurant Week logo on your menu.

PROMOTE YOUR PARTICIPATION:

- Email your customers and tell them about Restaurant Week.
- Post your Restaurant Week menu on your website.
- Email a PDF of your menu to hvrw@valleytable.com and we'll post it on the official Hudson Valley Restaurant Week website. **[PDF format only, please]**

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PRESENTED BY THE VALLEY TABLE: THE MAGAZINE OF HUDSON VALLEY FARMS, FOOD AND CUISINE