

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.

Questions? Contact us!

Golden Gate Restaurant Association

ggra@ggra.org

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