



W&F

wine and food pr

Restaurant PR Planning Ideas

Most of this chapter has been adapted
from <http://www.restaurant-public-relations.com>

What is your restaurant PR objective?

- What is most important to your client's bottom line?
- Obviously, they want to increase profits, but what else is important to them?
 - Higher visibility?
 - A repositioning strategy?
 - Greater brand recognition?
 - A higher profile for their chef?
- You will need to ask them these things.

What is your restaurant PR objective?

- A carefully crafted restaurant public relations campaign will raise both media and consumer awareness of the restaurant.
- Combining in-store marketing with public relations will help sustain the public-relations effort as well as provide a constant stream of activities to increase sales and generate favorable press coverage.

Restaurant Public Relations Plan

- A restaurant public relations plan brings new people in to dine.
- Hospitality public relations and food PR tips include the grand opening and ongoing public relations.
- A restaurant public relations plan includes food PR for the grand opening, ongoing hospitality public relations and restaurant email marketing.

PR Launch Event

- Send out press releases and media alerts two weeks before a restaurant's grand opening to get coverage in local event calendars and include location, hours and opening details.
- Make sure that the food PR person is at the grand opening to provide a media kit, including a restaurant fact sheet, key employee/owner biographies, menu, promotional items and press releases.
- Have a photographer on hand at a restaurant grand opening for photo opportunities.
- Team with a non-profit for additional food public relations.
- Nonprofits will quite often share email marketing lists with restaurants who want to sponsor a benefit.
- Team with the local chamber association or other local organization for additional hospitality public relations and food PR.
- Partner with another local event for the grand opening for more restaurant public relations.

Ongoing Public Relations

- Once a restaurant opens for business, it's time to talk about ongoing PR for the restaurant.
- The ongoing public relations plan is a tasty way to increase a restaurant's business!
- Create a restaurant PR plan, calendar of upcoming events, and determine how to capitalize on them.
- Examples of hospitality public relations opportunities might include a national wine month or other food-related “holiday.”
- Team up with a local art show or other local event for more food public relations.
- Partner with local organizations like the chamber of commerce to boost an ongoing public relations plan.

Email Marketing and Website Plans

- Use online press releases, a website, blogging, social networks and email for restaurant marketing.
- Ideas for the food PR plan include:
 - Best wine pairings for dinner.
 - Best recipes for holiday parties.
 - Best recipes for working families.
 - Informally partnering with the National Wine Month group to provide accompanying recipe ideas.

Ongoing Public Relations

- Start an annual / semi-annual event- a national wine week or Chardonnay Festival offers excellent restaurant PR.
- Become a news source to capitalize on the restaurant PR plan.
- Invite food editors to the restaurant; offer ideas for their columns.
- Let local radio and TV stations and trade associations know the chef or owner is the go-to PR person for stories on food pairings and party preparation.
- Work with other business owners to combine resources for an ongoing public relations plan (the restaurant hangs a gallery's art; the gallery has restaurant menus available).
- Establish a loyalty program as part of the food public relations plan.
- Start by collecting customer e-mail addresses and permissions for long-term restaurant email marketing plans.

Local Community Restaurant Ideas

- Piggyback with available PR opportunities in the community to increase the public's "appetite" for the restaurant:
 - Sponsor a run; work with local running organizations or retail outfits in the area on a marathon public relations plan.
 - Host a singles night; partner with a local organization and drive hungry singletons to the restaurant.
 - Offer a wine tasting event to drive locals into the door and then dazzle them with the menu!

More ways to create news

- Tie in with the news event of the day.
- Arrange a trip
- Make an award
- Tie in the another publicity person.
- Hold a contest.
- Tie in with a newspaper or another medium on a mutual project.
- Pass a resolution.
- Appear before public bodies.
- Conduct a poll or survey.
- Issue a Report.
- Arrange an interview with a celebrity.
- Take part in a controversy.
- Stage a special event.
- Write a letter.

More ways to create news

- Release a letter you have received.
- Adapt national reports and surveys for local use.
- Arrange for a testimonial.
- Arrange a speech to be made.
- Make an analysis or prediction.
- Form a committee and announce the names of its members.
- Hold an election.
- Announce an appointment.
- Celebrate an anniversary.
- Issue a summary of facts.
- Start a debate.
- Tie into a well-known week or day or holiday.
- Honour an institution.
- Organise a tour.
- Inspect a project.
- Issue praise or Issue a protest.

Other PR and Marketing Ideas

- **Market your Restaurant in Hotel and Motel Rooms**
- People on vacation and people who do a great deal of travelling, will want to know where to find an excellent meal in your town.
- An excellent restaurant marketing strategy is to call or visit hotel and motels within a 5 mile radius of your restaurant, and ask them if you can place menus and coupons in their rooms and lobby areas.
- Some hotels and motels provide a list of area attractions for their guests, ask them if you can add your restaurant to their list.
- When the guests get hungry they will see your menu or your name on the list and will think of your restaurant.

Other PR and Marketing Ideas

- **Enter and Sponsor Contests**
- One of the biggest ways to use a restaurant marketing strategy, is to enter and win a contest.
- You can enter your cook or chef in a cooking contest, or enter contests in restaurant magazines and browse the internet to find contests to enter.
- You can create contests in your restaurant that will bring in customers.

Other PR and Marketing Ideas

- **Form an Alliance With Local Event Sponsors**
- This is another great restaurant marketing strategy!
- After any local concert or sporting event, people may be ready to have a meal before they go home.
- Many people come from quite a long distance to these events, and they will be looking for a place to eat before they head home.
- You can advertise on existing monitors, or have someone stationed at the door and give out menus when the patrons go inside.
- Remember women are more apt to keep flyers than men.
- In exchange for the advertising you can advertise the event in your restaurant.

Other PR and Marketing Ideas

- **Sell Gift Certificates**
- As another restaurant marketing strategy, offer gift certificates that your customers can buy for their friends so that they can try your cuisine.
- Each gift certificate is a referral to your restaurant.
- Make sure the gift certificates come in several different amounts, so the buyers can decide how much to spend.

Other PR and Marketing Ideas

- **Give Out Samples in Busy Locations**
- Have some of your staff go to busy locations such as shopping centres, parks, malls etc., and give out samples of your most popular fare.
- When someone stops to sample your fare, you can hand them a menu, a specials flyer, a business card, and a coupon for savings at your establishment.
- This should give you more traffic and so many satisfied customers.

Other PR and Marketing Ideas

- **Offer Specials**
- You can offer special prices on great food on special days.
- You can also offer a buffet of finger foods at special prices from 11 to 2 for the lunch hour.
- A great restaurant marketing strategy is offering frequent diner cards so that they can get a free meal after buying so many at the restaurant.

Last Project

Design a PR programme for your restaurant

1. Write up a PR Plan (See Chapter 8) - include your revised Communications Audit
2. Media Relations
 - Include your press kit
 - A database of publics (including ALL publics, customers, press, surrounding guest houses, etc)
 - Calendar of upcoming events and special days.
3. Social Media
 - Set up and prepare all the various social media platforms for your restaurant. (include links to all)