



About Central Arkansas Restaurant Week Tool Kit

September 9 - 20, 2024

What is Central Arkansas Restaurant Weeks?

Central Arkansas Restaurant Weeks (CARW) is a 12-day celebration of dining in support of the Arkansas Foodbank. Each participating restaurant creates an exclusive three-course prix fixe menu.

About Arkansas Foodbank:

The Arkansas Foodbank is the foundation in the fight against hunger. As the largest hunger relief organization in the state of Arkansas, we serve 33 counties and 280,000 Arkansans in need. With over 400 partner agencies, we provide pathways to connect people, resources, and food to reach those in need.

Sign Your Restaurant Up!

Visit our website at <https://carw.arkansasfoodbank.org/> and fill out a registration form. You will receive a confirmation email, with a link to your login page. You can add your menu, hours, address, logo, and more!

Restaurant Weeks Prices and Donation Cover:

To ensure the feasibility of this event for all participants, we encourage each restaurant to set a menu price that best suits its services. Rather than adopting a one-size-fits-all approach, we suggest pricing options such as \$39 for a prix fixe brunch menu and \$50 for a prix fixe dinner menu. Then, set a donation amount that aligns with the menu price in support of the Arkansas Foodbank.

Guaranteed Donation:

Each participating restaurant guarantees a \$250 donation if for some reason they make less during the 12- day event.



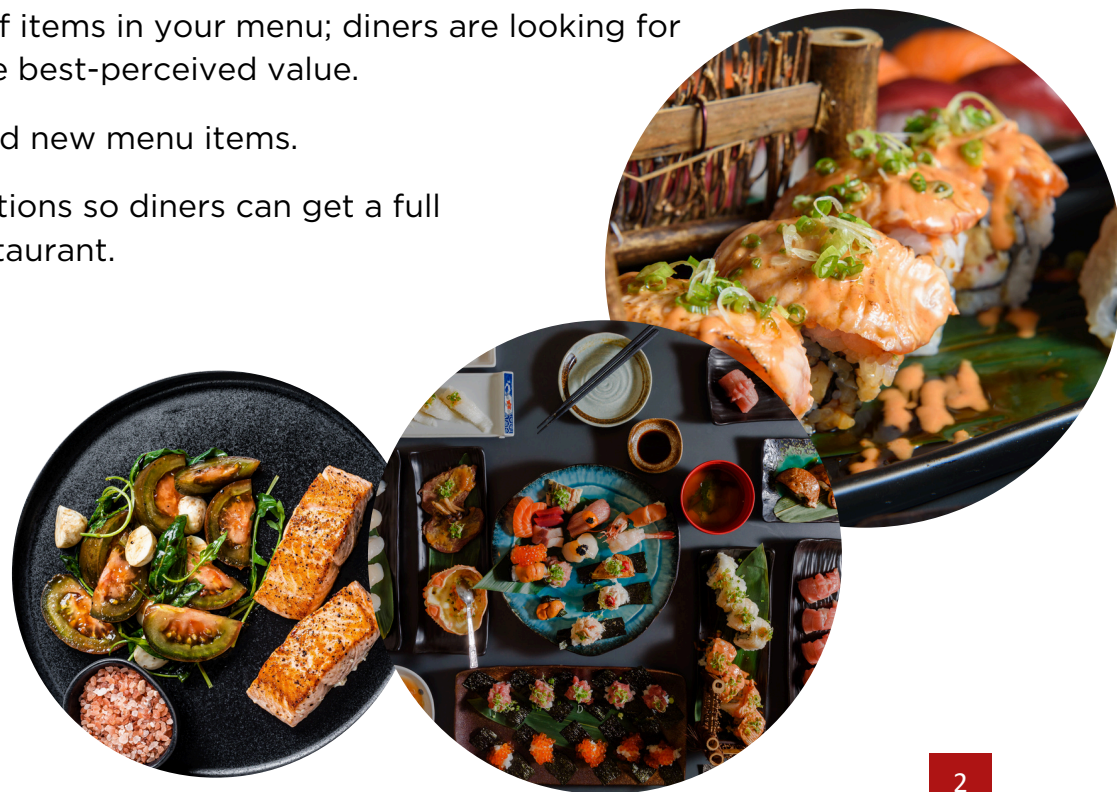
Restaurant Weeks Menu Best Practices

All participating restaurants are featured on the CARW website
<https://carw.arkansasfoodbank.org/>.

Best practices for your menu

- Ensure your entire team, from the dishwasher to the General Manager, knows that your restaurant is participating in Central Arkansas Restaurant Week, they know your Restaurant week menu, and a bit about the Arkansas Foodbank
- Visit our Media Kit Folder for all signage, logos, and handouts available for you to use and update.
- Make sure all CARW signage is fully visible.
- Have your Restaurant Weeks menu on the table or presented to guests upon seating. Guests should not have to ask for your Restaurant Weeks menu.
- Use clear descriptors of items in your menu; diners are looking for creative menus with the best-perceived value.
- Showcase signature and new menu items.
- Create a menu with options so diners can get a full experience of your restaurant.

[View our
Media Kit Folder](#)



Restaurant Weeks Social Media

Get the most out of your CARW participation by promoting your restaurant through your social media channels and website.

Social Media

Give your social media followers a behind the scenes look at what your restaurant has in store for CARW.

- Share your featured menu items
- Share posts on stories when customers post they had the featured meal

Website

Consider posting you menus on yor website and sharing the link across your social media platforms

Share Your Experinece

Tag us in your social media posts, so we can experience CARW through your accounts.

Facebook: @arkansasfoodbank

Twitter: @arfoodbank

Instagram: @arfoodbank

LinkedIn: @arkansasfoodbank

TikTok: @arfoodbank



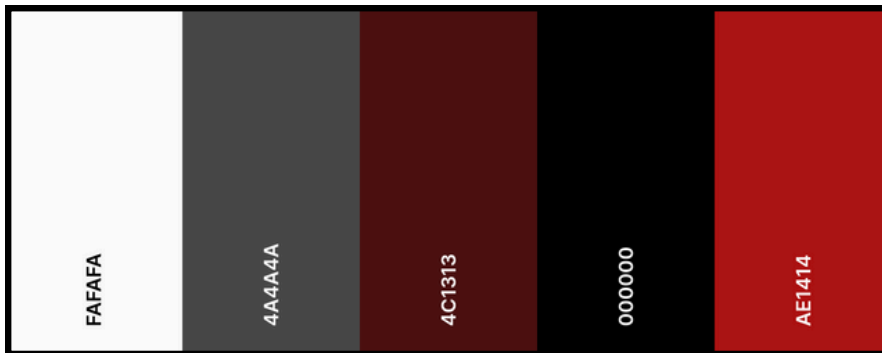
Hashtags: #CARW24 #CARW #CenrtralARresturantweeks

Arkansas Foodbank Hashtags: #arfoodbank #arkansasfoodbank #fighthunger

If you have any questions, please contact Claire Tiffin at CARW@arkansasfoodbank.org



Logos and Colors



[Download these and more in our Media Kit Folder](#)



Arkansas Foodbank

Arkansas Foodbank Impact Facts

- For every \$1, the Arkansas Foodbank can provide 5 meals to those of our communities in need.
- Each year the Arkansas Foodbank provides roughly 15,000 seniors with nutritious foods, including fruits, vegetables, meat, poultry, fish, cheese, and milk through the Commodity Supplemental Food Program (CSFP), a nutrition program specifically for seniors through the USDA. More progress is needed to reach the estimated 73,000 seniors facing food insecurity in our 33-county service area.
- Of the 280,000 clients we serve, 33% are children under age 18 and 11% are seniors over age 60.
- In 2023 we distributed a total of 40 million pounds to those in need.



Arkansas Foodbank Hunger Facts

- Arkansas is first in the nation for food insecurity.
- 16.6% of Arkansans are facing hunger.
- 1 in 6 Arkansans do not know where their next meal may come from.
- 1 in 4 children in Arkansas are at risk for going hungry.
- 1 in 13 seniors in our service area are facing hunger.

About Our CEO, Brian Burton

Brian Burton, a native Arkansan, became CEO on October 10, 2022, succeeding Rhonda Sanders. With over 25 years of nonprofit leadership experience, Burton led Three Square Food Bank in Las Vegas, NV for 11 years, nearly tripling its food distribution. His expertise includes organizational growth, program sustainability, community engagement, public policy, and fundraising. Burton is known for building high-impact nonprofits and advocating for improved social and economic conditions for those facing poverty and hunger.



Arkansas Foodbank Facts

- The Foodbank is headquartered in Little Rock, in an award-winning 99,000 square foot warehouse.
- We also have a branch in Warren and Lexa to ensure that we're distributing food as efficiently as possible to our partner agencies.
- The Foodbank is a member of Feeding America, Arkansas Hunger Relief Alliance, and is certified by the Better Business Bureau.
- Our service area covers 33 different counties in Arkansas.
- We are rated a 4-star charity by Charity Navigator.
- Our partner agencies include pantries, schools, meal programs, homeless shelters, senior centers, and other agencies that provide aid to hungry Arkansans. 77% of our partners are faith-based.
- We currently work with over 400 local partners to distribute food.
- We work with over 80 active TANF and Backpack School Partners
- The Arkansas Foodbank relies on support from individual donors, corporate partners like Kroger, Walmart and Riceland, and many others as well as media partners and public food drives to help hungry Arkansans.
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Important Contacts

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