



# Central Arkansas Restaurant Weeks Playbook

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.

### ***Restaurants***

Each participating restaurant creates an exclusive three-course prix fixe menu.

### ***Bakeries, Food Trucks, Cafes, and Creameries***

Each participating bakery, cafe, food trucks, or creamery will choose an item or items from their menu to benefit the Foodbank.

## How Do I Sign-Up?!

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

## Restaurant Week 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.

## Media Coverage:

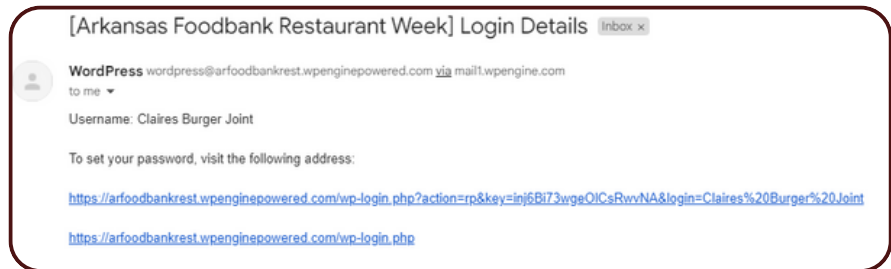
KARK4 and FOX16 are the official media partners of Central Arkansas Restaurant Week and will be promoting this event on their channels. We also have partnerships with The Mighty Rib, Arkansas Hospitality Association, and Little Rock Convention and Visitors Bureau to increase coverage.



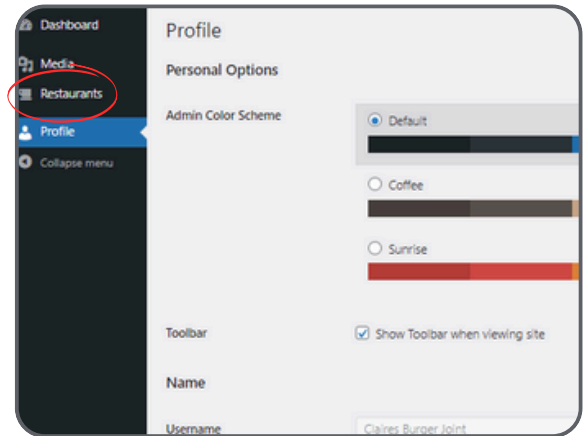
# Creating your CARW account



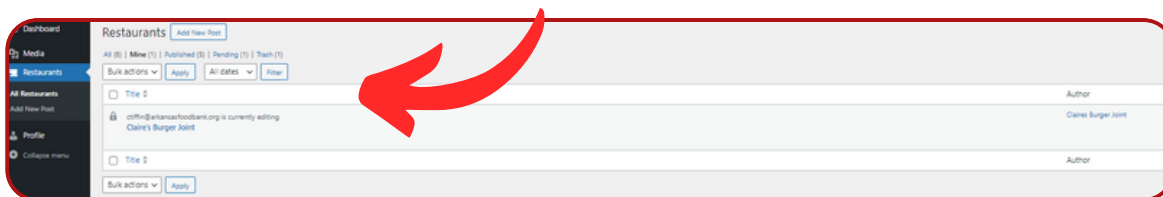
**1. Check your email and click the link to create a log-in for your restaurant**



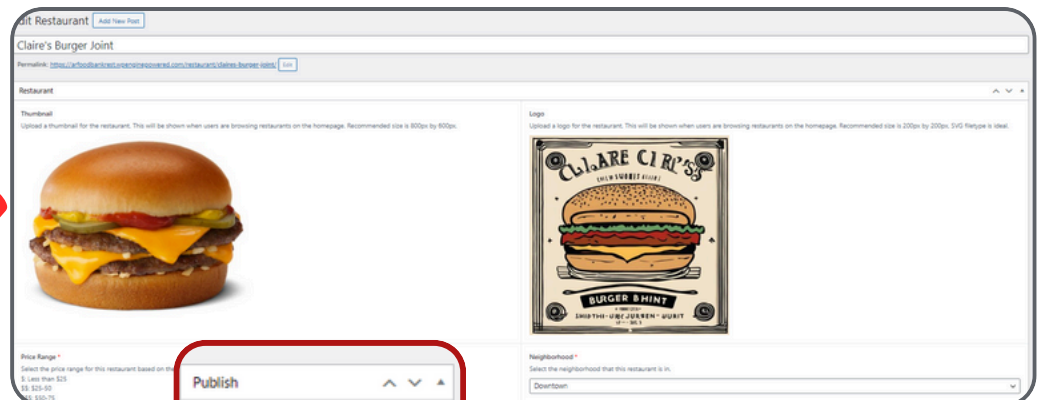
**2. Once you are logged-in and see your profile, click the "Restaurants" tab**



**3. On the "Restaurants" tab you will see your restaurant profile. Click "edit"**

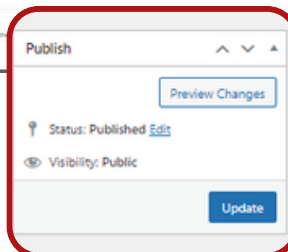


**4. Upload your logo, a photo of your food, address, website, hours, and more!**



*Make sure the photo of your food is attached to both thumbnail and gallery*

**5. In the top right corner, click "Update" to save your work and publish to the website!**



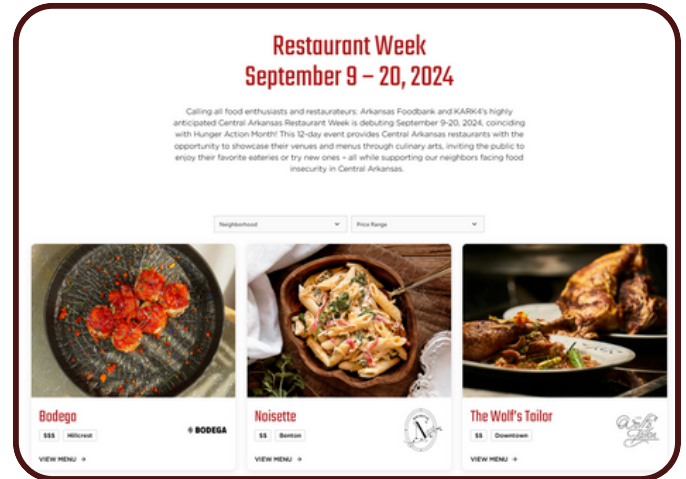
# Website Walk-Through



**The CARW displays all participating restaurants, and allows the public to see each unique menu or promotion.**

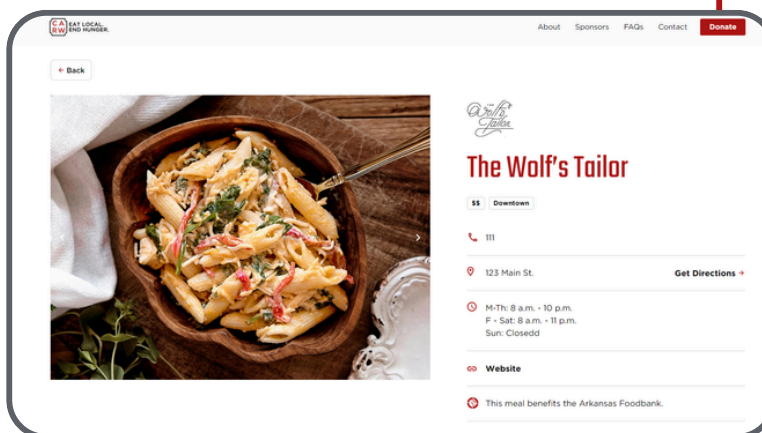
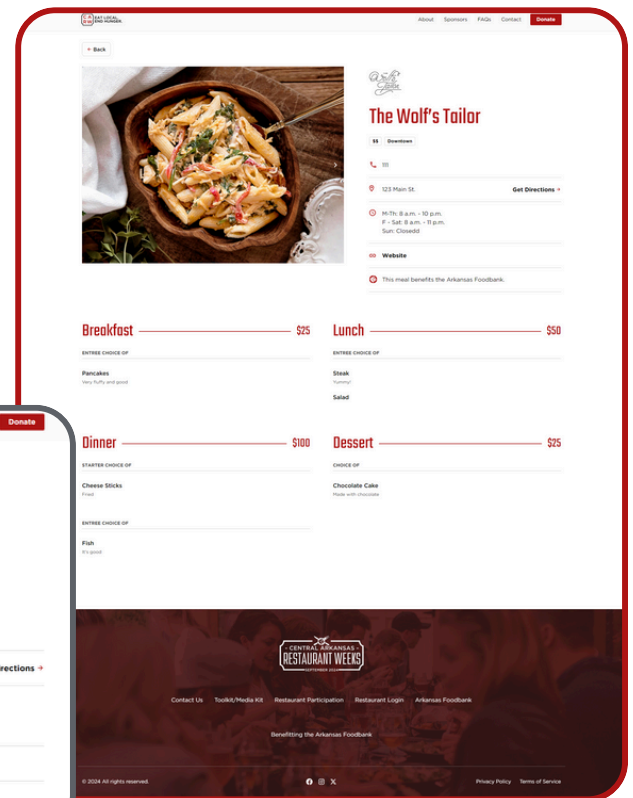
Once your restaurant is signed-up, you will be sent an email to create an account on our website.

You will only have access to your page, and we ask you to input your hours, logo, a photo of your food, address, website, and your CARW menu or promotion item(s).



**What will your individual page look like?**

Your page will show only your restaurant's information and menu.



## 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 weeks 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](#)

