



Central Arkansas Restaurant Week Playbook

September 5- 12, 2025

What is Central Arkansas Restaurant Weeks?

Central Arkansas Restaurant Weeks (CARW) is a week-long event that partners with the restaurant industry and benefits 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.

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 using a one-size-fits-all model, consider pricing options like \$39 for a prix fixe brunch menu or \$50 for a prix fixe dinner menu. Once your menu price is set, choose a donation amount that corresponds with it to support the Arkansas Foodbank.

Tiers:

Tier 1 – Quick Bite

- Average Cost Per Person (ACPP): Under \$10
- Suggested Donation: \$50
- Ideal For: Coffee shops, bakeries, food trucks, snack bars, and other low-cost eateries.

Tier 3 – Date Night

- ACPP: \$21-\$30
- Suggested Donation: \$150
- Ideal For: Mid-range restaurants, sit-down dinner locations.

Tier 2 – Everyday Eats

- ACPP: \$10-\$20
- Suggested Donation: \$100
- Ideal For: Diners, fast-casual restaurants, sandwich shops, family-friendly spots.

Tier 4 – Premium Plate

- ACPP: \$31 and above
- Suggested Donation: \$250
- Ideal For: Fine dining, steakhouses, upscale restaurants

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 local food influencers, the Arkansas Hospitality Association, and the Little Rock Convention and Visitors Bureau to increase coverage.

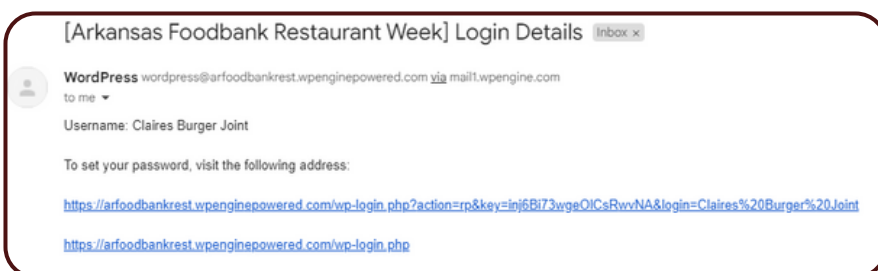


Creating your CARW account

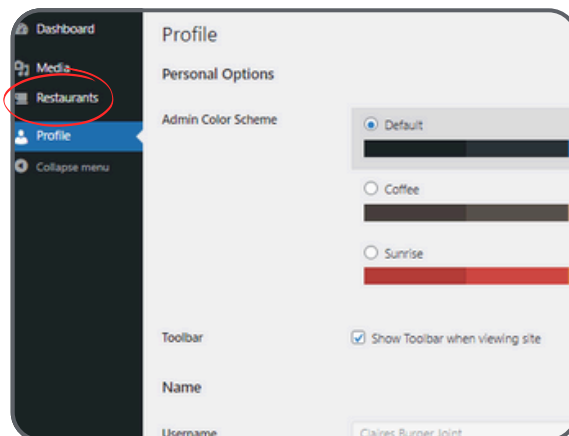


EAT LOCAL.
FIGHT HUNGER.

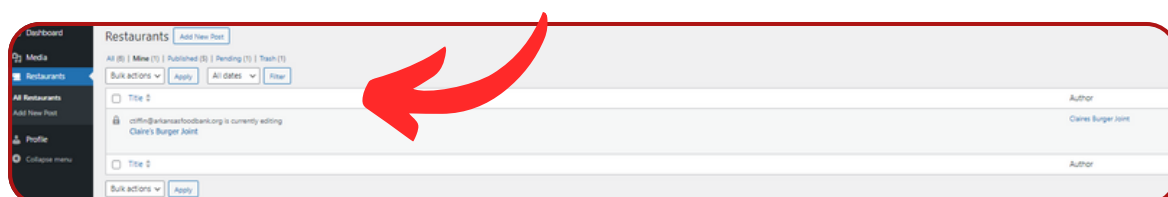
1. Check your email and click the link to create a log-in for your restaurant



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

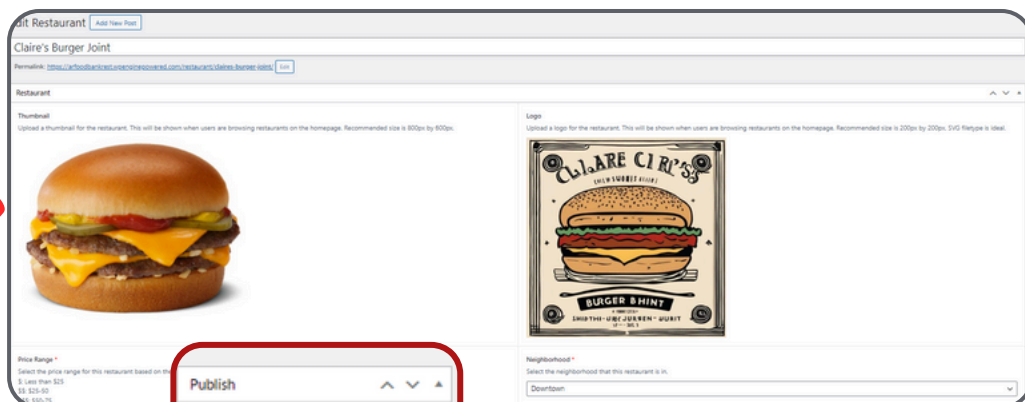


3. On the "Restaurants" tab you will see your restaurant profile. Click "edit"

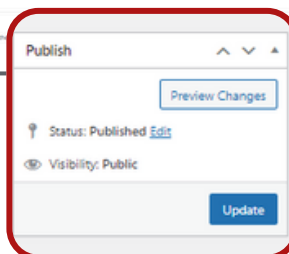


4. Upload your logo, a photo of your food, address, website, hours, and more!

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



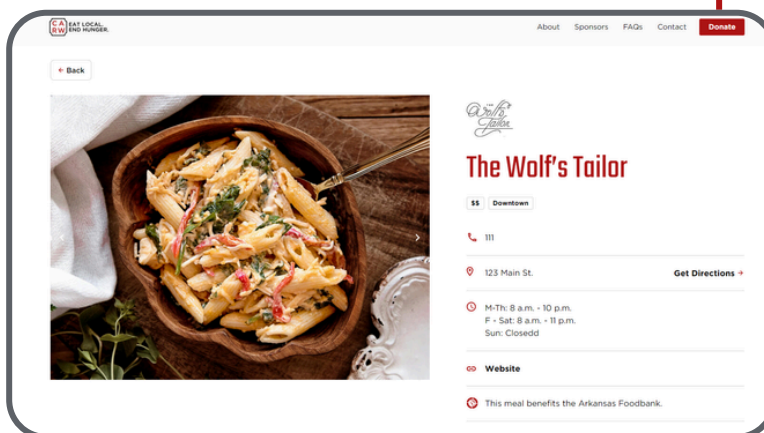
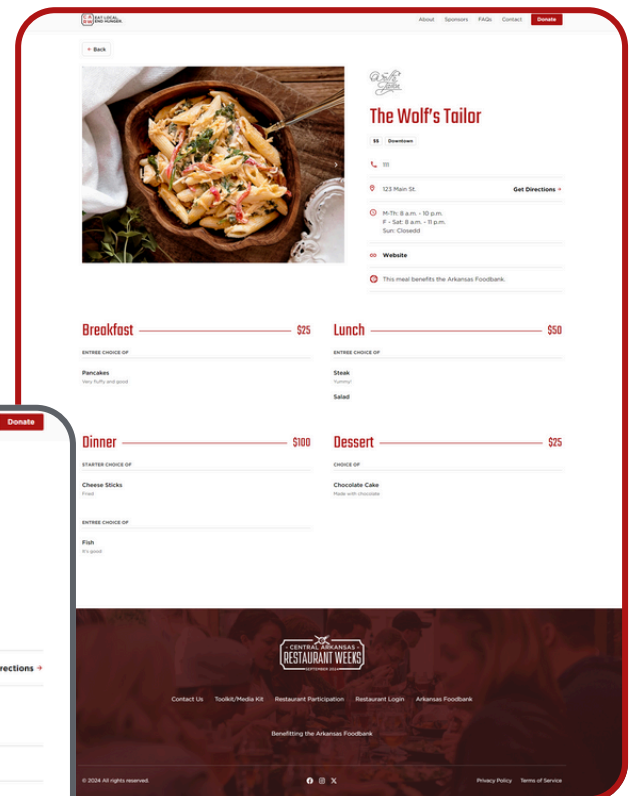
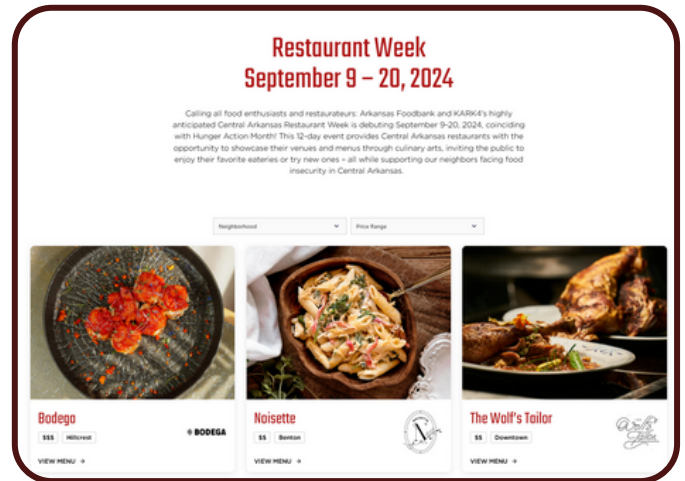
The CARW displays all participating restaurants, and allows the public to see each unique menu or promotion.

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

- Make sure every team member—from the dishwasher to the General Manager—is aware that your restaurant is participating in Central Arkansas Restaurant Week, understands the Restaurant Week menu, and knows 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.
- For the best experience, make sure your Restaurant Week menu is readily available—either placed on the table or presented to guests as they're seated. Some guests may forget to ask for it, so having it visible ensures no one misses out.
- Use clear descriptors of items in your menu; diners are looking for creative menus with the best-perceived value.
- Showcase both 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](#)

