



About Central Arkansas Restaurant Week Tool Kit

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.

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 more than 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.

Restaurant Weeks Prices and Tiers:

To ensure the feasibility of this event for all participants, we encourage each restaurant to set a menu price that best suits its services. Instead of a one-size-fits-all model, we recommend offering tiered pricing—such as a \$39 prix fixe brunch menu and a \$50 prix fixe dinner menu—to provide flexibility and appeal to different customer preferences.

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



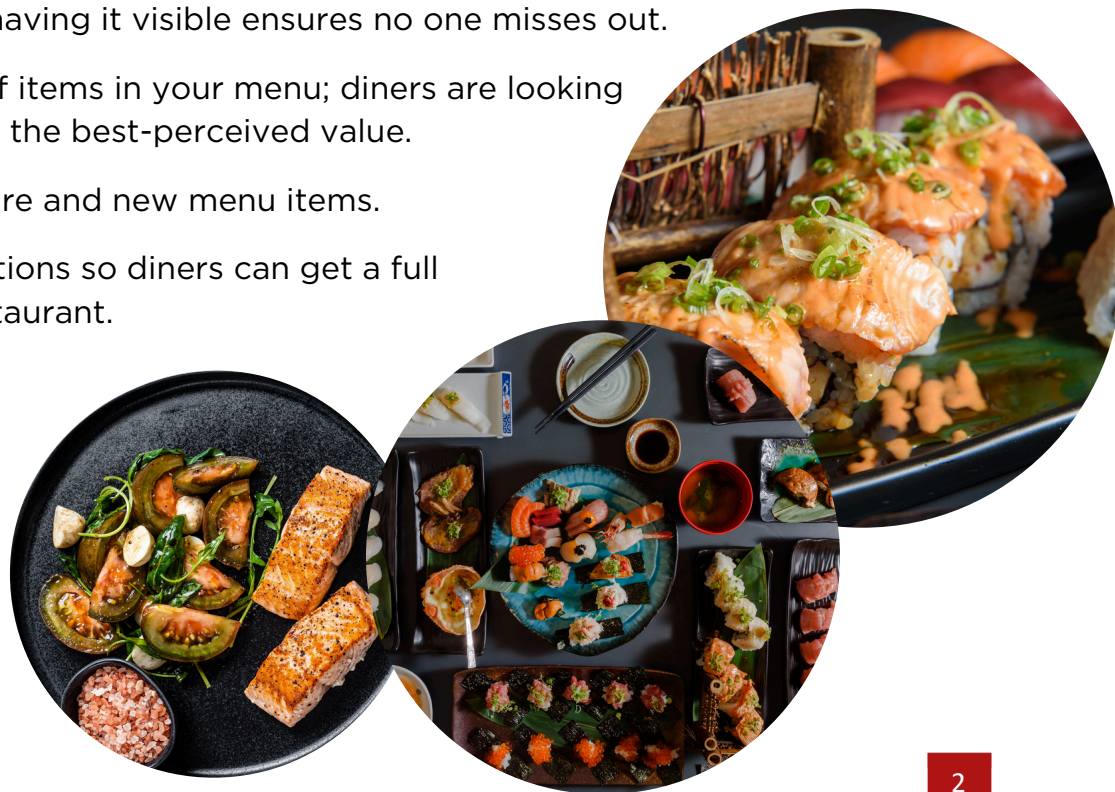
Restaurant Week Menu Best Practices

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

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](#)



Restaurant Week 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 your 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



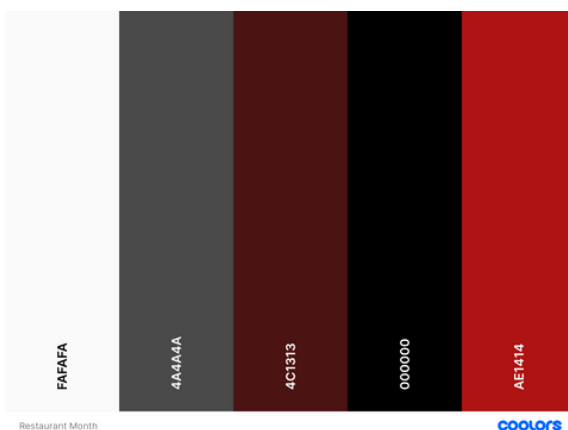
Hashtags: #CARW25 #CARW #CenrtalARresturantweeks

Arkansas Foodbank Hashtags: #arfoodbank #arkansasfoodbank #figthunger

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

- Every \$1 donated to the Arkansas Foodbank helps provide 5 meals to individuals and families 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 more than 100,000 seniors facing food insecurity in Arkansas.
- Of the 280,000 clients we serve, 33% are children under age 18 and 11% are seniors over age 60.
- In 2024 we distributed a total of 41.7 million pounds to those in need.



Arkansas Foodbank Hunger Facts

- Arkansas is first in the nation for food insecurity.
- 19% of Arkansans are facing hunger.
- 1 in 5 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 8 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 branches in Warren and outside Helena-West Helena 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 it 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 more than 400 local partners to distribute food.
- We work with 72 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.
- Our 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 2024 we distributed a total of 41.7 million pounds to those in need.



Important Contacts

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