

ARIZONA BREAKFAST

July 28



July 31

WEEKEND

BE A PART
OF THE
WEEKEND

RESTAURANT RECRUITMENT



4250 N Drinkwater Blvd., Suite 350 Scottsdale, AZ 85251 / 602.307.9134
ArizonaBreakfastWeekend.com



This Valley-wide affair offers breakfast lovers a wealth of dining opportunities and the chance to get outside their own neighborhood and try something new. From sizzling Southwestern and soothing comfort foods to five-star dining and international fare – it's all on the table during Arizona Breakfast Weekend. So prepare your taste buds and dig in.



Often lauded as the most important meal of the day, Valley chefs and restaurateurs unite this summer for a first-of-its-kind event: Arizona Breakfast Weekend. Hitting eateries July 28 – July 31, diners can enjoy all things egg, bacon, toast at breakfast and brunch spots for \$7, \$10 and \$15 per person or per couple. Participating restaurants are not only known for their exceptional cuisine, they also spare no expense to give diners an extraordinary culinary experience!

ABW is a powerful business tool that offers full “brand-to-hand” marketing stewardship and to ensure ongoing success, we continually develop new promotional programs and encourage the spirit of innovation. It's all about giving our participants the tools they need to thrive.

Restaurants take center stage throughout the weekend and we've put together this guide to help you squeeze every delicious drop out of the 4-day epicurean adventure.

A BREAKFAST CELEBRATION OF EPIC GASTRONOMIC PROPORTIONS...

Get ready for 4 belt-busting days of epicurean explorations! Breakfast weekend is the perfect time to find new customers, generate repeat business and grow your bottom line.

Rise & Dine

Breakfast Insights of Champions

49%

OF RESTAURANTS
NATIONWIDE
OFFER BREAKFAST



GOOD MORNING BREAKFAST
WHO SERVES BREAKFAST MORE?



1 IN 3 CHAINS



1 IN 5 INDEPENDENTS

BATTLE OF THE BREADS



11% OF BREAKFAST SANDWICHES
ARE MADE WITH TOAST



Breakfast sandwiches
continue to grow...
**they're on
42% of menus!**

17% OF BREAKFAST SANDWICHES
ARE MADE WITH BAGELS



¡AY, CARAMBA!

Restaurants that identify as
Latin American represent the
third largest segment of
locations offering breakfast

@ **1 in 4**
menus offer a breakfast wrap.
This is related to the trend in
Latin American cuisine!

EGGCELLENT SOURCE OF PROTEIN

Eggs are always the most common
source of protein found on menus



50% OF CHAINS SERVE
EGGS SCRAMBLED



62% OF INDEPENDENTS SERVE
EGGS AS AN OMELET



RESTAURANT TOOLKIT

It all starts with advertising. We make sure ABW participants are in-the-know and we've got all the bases covered to let them choose how they want to receive the information. Whether they visit your website, ours, are social media mavens or simply dine out during the weeks leading up to the event, we've made it a priority to keep them informed. Registered ABW participants receive access to the online Restaurant Week Toolkit which includes:

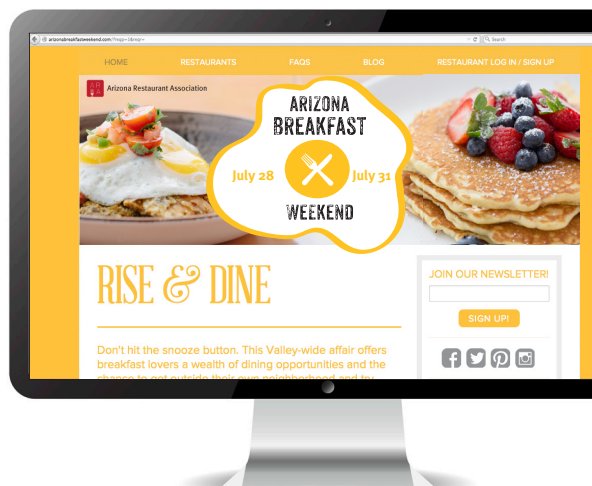
ABW Logo ABW "Official Breakfast Weekend" Widget
Restaurant Press Release

PRINTED COLLATERAL

We make sure to provide you with a variety of promotional materials aimed at building awareness and driving inquiries to the event website, and ultimately into your restaurant.

MEDIA AND PROMOTION

The first ever Arizona Breakfast Weekend (July 30-Aug 2, 2015) garnered a whopping 6.5+ MILLION media impressions through a combination of editorial coverage, local, regional and national advertising, direct mail campaigns, marketing promotions and other initiatives. Marketing efforts target consumers interested in food, beverages and travel and have both a state-wide and even national reach.



JOIN THE CONVERSATION

With food being such a universal, shared experience, it's not surprising that communities are coalescing online to dish about their edible escapades. We've harnessed the power of social media making it easier to connect with consumers. We'll be snapping Instagram photos, posting Facebook updates and tweeting all things breakfast to promote ABW. Throughout the weeks leading up to ABW, we're giving you the chance to share your mouth-watering recipes, open your kitchen, and get up close and personal with Arizona food lovers. The last thing we want to do is eat our words, so follow us on Facebook to join the conversation.



FACEBOOK: "Like us" online at AZBreakfastweekend. Vote and comment on dishes, share your own dining tips and help fellow foodies solve dining dilemmas. Don't forget to tag us in pictures and comment frequently.



INSTAGRAM: @azrestaurant



BLOG: We'll be talking about ABW (and all things breakfast). Send us your special recipes, off the menu favorites, and restaurant happenings. We're always looking for delicious stories to share with fellow foodies.

FIRST BITES PREVIEW SERIES: We're giving local media and acclaimed food bloggers something to talk about. ABW media partners will be visiting restaurants in the weeks leading up to Breakfast Weekend to dine and dish about their "picks" and "must try" dishes during ABW.

TV & RADIO APPEARANCES: Sit down with Arizona's favorite talk shows – including Your Life A to Z, Arizona Midday, Jan d'Atri, Johnjay and Rich to give your take on the Arizona culinary scene, ABW, and what's next for your establishment.

#eatABW



THE ARIZONA REPUBLIC
azcentral.com





BE ON THE MENU!

INVESTMENT

ABW participation requires an entry fee plus two \$25 gift cards from all restaurants. Fees collected from ABW are used for promotional and marketing efforts. Gift cards and certificates are used for ABW media promotions.

Two \$25 Gift Cards

(Tax deductible! ARA's tax id # 86-0599958)

First Location **\$150**

Additional Locations **\$100**

Participation Submission Deadline (Fees & Form): July 15, 2016

REGULATIONS & GUIDELINES

PARTICIPATING RESTAURANTS WILL HAVE THEIR ONLINE PROFILES PUBLISHED (MADE VIEWABLE) ON THE OFFICIAL ARIZONA BREAKFAST WEEKEND WEBSITE ONLY ONCE BOTH THE REGISTRATION FEE AND REQUIRED GIFT CARDS HAVE BEEN RECEIVED



All participants must register by filling out and sending the Restaurant Partnership Agreement Form via fax, email or mail to the Arizona Restaurant Association along with payment information and required gift cards. Please note: there will be a \$50 returned check admin fee on all NSF checks.



Participating restaurants agree to create and offer a separate menu for ABW during the entire promotional period of FOUR days. Standard breakfast/brunch menus may also be offered.



Participating restaurants agree to price all ABW menus at \$7, \$10 or \$15 per person or per couple (excludes tax & gratuity).



Participating restaurants MUST provide a PDF version of their designated Breakfast Weekend menu to be posted on the website – other formats will NOT be accepted. Once received, the PDF menu will be posted within two (2) business days. Please note: menus received within one week of the start of ABW may not be posted within the two (2) business day period due to high volume, please plan accordingly.



Participating restaurants must sign up individually if part of a chain of restaurants or if operating under the same name as each restaurant is listed individually and included in all promotional material as a separate restaurant.



The prix-fixe menus chosen for ABW should reflect the quality, style and portion size of the standard breakfast/brunch menus of each participating restaurant.



Each prix-fixe option must be equal portion size to other options on the menu.



Menu items must stay consistent throughout the entire promotional period.



Monitor ARW reservations and plan food buys accordingly.



The price points are intended to give a strong return on value. If your standard price point for the menu falls within or below the selected price point, we strongly suggest you include a non-alcoholic beverage (coffee, juice), mimosa or bloody mary within the price point. If you are not able to do so, ABW might not be the best fit for your restaurant.

ARIZONA BREAKFAST WEEKEND JULY 28-JULY 31, 2016

RESTAURANT PARTNERSHIP AGREEMENT FORM

Participation Submission Deadline (Fees & Form): **July 15, 2016**

Name _____

Please provide the name of the person who will be responsible for all elements of Arizona Breakfast Weekend, including menu submittal, collateral distribution, etc.

Email Address _____

Phone _____ Fax _____

Restaurant _____

Address _____

Phone _____ Fax _____

Website _____

REGISTRATION FEES:

- ☐ \$150 First Location
- ☐ \$100 Additional Locations
- ☐ We have enclosed TWO \$25 gift cards (GOOD FOR AT LEAST 1-YEAR)

Should we book you for TV or any other media and you don't give us 24 hours cancellation notice, we will book

your biggest competitor in your place! (please sign) _____

PAYMENT AGREEMENT

Please Check Appropriate Box:

- ☐ I understand my restaurant(s) will not be viewable on the ABW website until BOTH my registration fee and gift card(s) have been received by the association.
- ☒ I have enclosed a check payable to The Arizona Restaurant Association.
- ☐ Please send me an invoice.
- ☐ Please call for credit card information.
- ☐ Please bill the credit card provided below.
 - ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Name on Card _____

Account Number _____

Expiration Date _____ Signature _____ Date _____

We appreciate your support and remind you that a portion of your donation is TAX DEDUCTIBLE. For your records, the tax ID number for The Arizona Restaurant Association is 86-0599958. Please consult your tax advisor for specific tax deductibility

MAIL: Arizona Breakfast Weekend | 4250 N. Drinkwater Boulevard, Suite 350, Scottsdale, AZ 85251

EMAIL: Kalinda Stephenson | kalinda@azrestaurant.org

FAX: (602) 307-9139