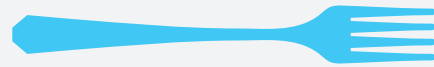


LOVE CAMBRIDGE'S



Restaurant Week



**MONDAY 13TH - THURSDAY 23RD MARCH
2023**

What is Love Cambridge Restaurant Week?



Knives & forks at the ready! Love Cambridge Restaurant Week will be returning this Spring from Monday 13th - Thursday 23rd March and we want to make it bigger and better than ever!

The event is organised each year by Cambridge BID through our Love Cambridge brand to celebrate the city's extensive food and drink scene!

It aims to encourage local consumers to discover different places to eat by offering set menus at some of the city's best eateries.

This year we will be working with businesses to bring amazing set menus for £10, £15, £20, £25 and £5 for cafes so this could be anything from a main meal and a glass of wine for £15 to coffee and cake at a coffee shop for £5.

We need cafes, bars and restaurants to get involved, creating an offer to run for the duration of the event, encouraging people who don't normally eat out in the city to come back time and time again for second helpings!

Reasons to get involved:



Participating eateries offer special lunch and dinner menus at set prices. The event provides visibility and promotion opportunities while introducing new customers to restaurants and enhancing the economic vitality of Cambridge.

Last time we had over 40 businesses across the city get involved, and over 2000 voucher downloads.

This year we are aiming to top those figures by bringing as many businesses as possible on board to create an amazing experience for our Cambridge residents and visitors that will tingle their tastebuds and delight their senses!



How will people find out about it?



We have an online and offline marketing plan in place which will ensure we cover a wide audience.

1. Partnered with Cambridge Edition, Velvet magazine and Cambridge Independent to feature the offers. A four page spread in Cambridge Edition.
2. A large social media campaign which will run across our Love Cambridge, Cambridge BID and Visit Cambridge social media channels including Facebook, Instagram, Twitter, TikTok and LinkedIn with a combined following of over 25K.
3. Print and digital advertising will capture different target markets.
4. Promotional materials and media kits will also be given to the businesses to make promoting easier and more cohesive across all platforms.

LOVE-CAMBRIDGE.COM

How to get involved?



1. Submit your offer on the Love Cambridge website, including a high res photo.
2. Offers must be a set menu chosen by you for either £10, £15, £20 or £25 or £5 for cafes.
3. Offers will be published to the website in February after being signed off by our team.
4. Customers will be able to browse all the offers and then download this code 'LC23RW' which will be sent to their email.
5. Customers must quote the code or mention 'Restaurant Week' when booking (if required) on arrival.

We recommend you complete the submission form as soon as possible so that your business can be included in the PR and promotion from the offset. If you would prefer you can also email your offer to Hannah.Lee@cambridgebid.co.uk or natalie.cargill@cambridgebid.co.uk

If you would like your business to feature in the March press publications, the deadline for submission is Tuesday 31st January.

Any further questions please do not hesitate to reach out to one of us mentioned above.

Please note that only businesses in the Cambridge BID area can take part.