

## Are You Making the Most of Restaurant Week?

**R**estaurant weeks continue to be popular with the dining public, and local municipalities are more than willing to host them for promotional reasons. With over 20 different restaurant weeks occurring in Maryland each year, there are plenty of options and opportunities to dine out during these traditionally slower times for restaurants. Customers are showing up and are taking notice — but are they taking notice of your restaurant? Are you really making the most of your local restaurant week?



The quickest and easiest way to be disappointed in your restaurant week results is to be a passive participant. Too many restaurants sign up for their local restaurant week and expect great things to magically happen yet

are left unsatisfied when the week is over. Take charge and ensure that your restaurant week participation is great for you and your customers.

On September 26, come to the Mid-Atlantic Food, Beverage & Lodging Expo to hear me talk about:

- When and how to promote your

participation in restaurant week

- Whether to offer a new menu item or discount an existing item
- Leveraging social media
- Getting new customers versus repeat customers

This seminar is just one of the many great topics that will be part of the Expo educational line up. Make time to get out of your store and operations for the day to think strategically about your restaurant. There will be plenty of exhibitors, educational seminars, competitions, and more that will make it worth your while.

### MAKE THE MOST OF RESTAURANT WEEK!

Presented by Marshall Weston  
(RAM President & CEO)

**Sept. 26 - 12:15 p.m.**  
in the seminar area during the  
Mid-Atlantic Food, Beverage &  
Lodging Expo

**THE EXPO IS FREE TO ATTEND**  
Register online so you don't have  
to wait in line!

**Go to**  
[www.midatlanticexpo.com](http://www.midatlanticexpo.com).

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