



FAQs for Restaurants Participating in Denver Restaurant Week (DRW) 2025

Program Dates: March 7-16

- Registration Open for Restaurants: November 21, 2024
- UPDATED Menu Submission Deadline (to be included in official launch): February 3, 2025
- Menu Launch/Promotions Launch: February 5, 2025
- Denver Restaurant Week Participation Deadline: March 5, 2025

How much does it cost to participate?

In an effort to continue supporting Denver's Restaurant Community, VISIT DENVER will again be waiving registration fees for Denver Restaurant Week 2025! Operations and marketing will be funded by VISIT DENVER along with the generous contributions of our 2025 sponsors.

If my restaurant isn't currently offering dine-in service, can I still participate?

Yes! Like our recent year's efforts, DRW will be open to dine-in, to-go, curbside pickup and delivery dinners, as long as you are offering the multi-course meal per person at one price point.

Do I have to offer the same menu to dine-in customers and to-go customers?

Yes. Only one menu will be listed on the website and customers will expect the same options regardless of how they receive their meal. Restaurants can indicate which options are available for their DRW menu.

Does my restaurant have to participate for ten days?

Yes. All participating restaurants are required to offer the DRW multi-course menu for the full ten-day period from March 7-16 with the exception of scheduled restaurant closures.

Do I have to offer a multi-course dinner to participate?

Yes, to participate in the program you must offer a multi-course dinner for **one** of the four price point options of \$25, \$35, \$45 or \$55 per person (not including tax and gratuity), but within that framework, it is completely up to the restaurant to determine the menu. Most participating restaurants offer three or four selections and print/link to a special Denver Restaurant Week menu in addition to offering their regular menu.

Can I offer menus at multiple price points?

No, each restaurant needs to select ONE of the four price points offered: \$25, \$35, \$45 or \$55 per person. The registration process will allow you to select only one option. The deadline to register and submit your menu to be included in the menu and promotions launch is January 29, 2025. After this date, no changes to price points are allowed.

Which price point is right for my restaurant?

That's up to you and your business goals during Denver Restaurant Week. We know that diners appreciate the restaurants that offer good value for their money during DRW, so think about offering the LOWEST price point that still allows you to offer the quality you're known for and the variety diners expect, while making sure that DRW is a financial success for your restaurant.

Can I offer "upgrades" to the menu for more money?

Yes, this is encouraged! Many restaurants offered a fixed price multi-course meal with additional options for more money. That is, you could offer the \$35 menu and add, "With shrimp, add \$4.00; or "Add a glass of wine for \$5.00."

But you must offer at least one multi-course option at one of the four price points. Also, offering these extras could be a great way for restaurants to hit higher price tiers in their base menu.

Do I have to include liquor in the fixed price?

This is your call. You can include beer, wine, cocktails or any other beverage in the multi-course fixed price or offer affordable options a la carte. For example, many restaurants include a glass of wine to reach the DRW price point. Alternatively, many restaurants offer discounted cocktails or wine as additional ways to grow the guest check.

Do I have to be a partner of VISIT DENVER in order to participate?

No, all restaurants are welcome to participate, as long as a \$25, \$35, \$45 or \$55 **per person** menu can be offered.

If we are a chain restaurant, does each location in the chain have to register separately?

Yes. All restaurants receive identical benefits so each participating restaurant has to register individually. However, it is not necessary for all members of the chain to join. Each will be listed separately on the website.

How will Denver Restaurant Week be promoted?

- Online, social, video and out-of-home advertisements with a variety of our local media partners
- A dedicated [Denver Restaurant Week website](#) that will list all participating restaurants and their full Denver Restaurant Week menus.
- An ongoing public relations campaign will include a media launch, chef and industry expert interviews and additional tactics to generate local and regional media coverage of Denver Restaurant Week (broadcast, online and print).
- OpenTable will send email blasts about Denver Restaurant Week to their full membership list.
- E-mail blasts promoting Denver Restaurant Week will be sent to various distribution lists including VISIT DENVER's email list and many others.

How does registration work in the new Denver Restaurant Week portal?

- Create your account to gain access to the Denver Restaurant Week portal
 - One account can be used to register multiple restaurants
- Register your restaurant(s) within the portal
 - Once your restaurant is approved, you'll be notified via email/portal that you can submit your menu
- Submit your restaurant(s) menu within the portal
 - All menus are subject to approval
 - Menus can be edited until March 6

Do you still have questions about Denver Restaurant Week?

- Feel free to reach out to the Denver Restaurant Week team at drw@visitdenver.com.