FAQs for Participating Restaurants

Does my restaurant have to participate for seven days?
Yes. All participating restaurants are required to participate for the full seven day period.

Do I have to offer a multi-course dinner for $60 for two or $30 for one to participate?
Yes. It is completely up to the restaurant to determine the menu, but to participate in the program you must have a multi-course meal for the fixed price of $60 for two, or $30 for one (not including tax and gratuity). You can offer one choice for dinner or have three or four options for the fixed price. You can also offer your full a la carte menu. Most of the restaurants that participated in 2013 and February 2014 offered three or four selections and printed a special Denver Restaurant Week menu, in addition to offering their regular menu.

Can I offer "upgrades" to the menu for more money?
Yes. Several restaurants offered a fixed price multi-course meal for $30 with additional options for more money. That is, you could offer the basic option for $30 and add, "With shrimp, add $4.00; with lobster, add $8.00." But you must offer at least one multi-course option at the $30 price.

US Foods has partnered with Denver Restaurant Week to offer special pricing and off-invoice rebates to participating restaurants. If you are interested in learning more about special pricing, please contact Les Walker Regional Sales Manager at US Foods at 303-643-4737 or les.walker@usfoods.com.

Can I include liquor in the fixed price?
Yes. You can include beer, wine, cocktails or any other beverage in the multi-course fixed price. Many restaurants include a bottle of wine to reach the $60 price point for two. Alternatively, many restaurants offer discounted cocktails or wine as additional ways to grow the guest check.

Note: Denver Restaurant Week has partnered with E&J Gallo Wineries for the last five years and they have a robust program to offer certain wines specific program support to participating restaurants. If you are interested in learning more about this program, contact John Messner at john.messner@ejgallo.com.

Do I have to be a member of VISIT DENVER in order to participate?
No, but if you are a partner of VISIT DENVER you save $100 in registration costs. The cost to participate in Denver Restaurant Week - August is $350 for VISIT DENVER members, $400 for members of the Colorado Restaurant Association and $450 for restaurants that are not members of either. To learn more about the benefits of being a partner of VISIT DENVER, The Convention & Visitors Bureau and to qualify for discounted Denver Restaurant Week rates and other benefits, contact Carrina Waneka at cwaneka@visitdenver.com or 303.571.9438.

How will Denver Restaurant Week be promoted?
- Print and online advertisements with a variety of our local media partners
- A dedicated Denver Restaurant Week web site will list all participating restaurants and their full Denver Restaurant Week menus. In 2013, the Denver Restaurant Week Web site received nearly seven million pageviews.
- 115,000 informational brochures listing all participating restaurants, phone numbers and addresses will be distributed to participating restaurants, visitor information centers and other retail locations.

- 1,000 posters will be distributed to participating restaurants and will be displayed in various locations throughout the Denver metro area.
- An ongoing public relations campaign will include an announcement press conference/event, chef specials and possible tie-ins with television and radio stations featuring selected chefs.
- Denver Restaurant Week ads will run on all restaurant radio shows including the Gabby Gourmet.
- Denver Restaurant Week promotions will run on the RTD Mall Ride and inside Light Rail cars.
- Open Table 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 81,000 contacts on VISIT DENVER's e-mail list and many others.

If we are a chain restaurant, does each unit in the chain have to register separately if they want to participate?

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.