

establishing your EATERY



Your online presence can help you set the tone and mood of your restaurant setting, here are some things your future patrons would like to see on your website...

Let your website be your first impression.
Informing your customer of all of their options and featuring your food will entice them to dine with you.

à la carte



Is your menu going to be split by meal time?



Are special diet considerations included?



Do you have brief descriptions and pricing for items?



Will you include a beer or wine list with pricing?



Will you have special seasonal options?



Will you be offering catering or rental?

it's all in the atmosphere *What makes your restaurant special?*
ABOUT *Sell the experience*

What do your customers want to hear?

- Tell the story of your restaurant, what type of food do you serve?
- Answer the questions that might be on customers minds, is it organic and local? Can they deal with my special diet concerns?
- Is your restaurant and menu environmentally friendly and sustainable?

Meet the Chef

- Where did your chef train?
- What is your chefs experience?
- What are your chefs inspirations?
- Who/what are your chefs influences?
- Does your chef have any awards?

make them salivate with your pictures

Engage the senses

Nothing makes you want to try food more than sight and smell, and since smellovision doesn't exist, you'll really have to include some spectacular images on your site. Visually stimulate them into wanting to try your restaurant.

Don't be afraid to show off

Professional looking pictures of your food, your atmosphere and your team in action will help you connect with your customers.



show off your food



show off your atmosphere



show off your team

Special events and Promotions

- Special Holiday Menus**
Advertise special evenings and events with set menus.
- Local Dining Events**
Advertise your participation in local food events whether for charity or self promotion.

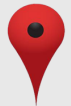
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building customer RAPPORT



Post your hours and contact information for easy access

Make it easy for your customers to find you with google maps

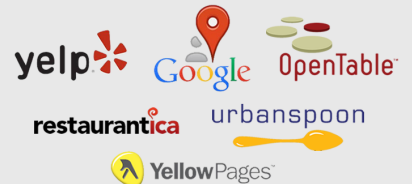


Will you be taking reservations online through your website?

Will you be taking reservations through social media?



Have you done your research when it comes to dining guide and review sites?



Make sure your information and branding is identical across the web