



Friday, January 26 - Friday, February 2

2024 Participant Guide



Welcome to SCV Restaurant Week!

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A letter from feedSCV

Join us in celebrating the second annual SCV Restaurant Week, where local restaurants create unique offerings and connect with foodies across the Santa Clarita Valley.

Building from the success of our inaugural event in 2023, we are excited to bring together new restaurants and old favorites for a unique culinary experience benefitting feedSCV. Your involvement contributes to feedSCV's mission of ensuring that fresh, local, and sustainable food is within every resident's reach.

This year, we will continue to offer participation to all local restaurants with no up-front registration fees. Participants will be asked to donate 10% of the sales from their Restaurant Week menu to feedSCV, up to a maximum of \$200.

Thank you for joining us at SCV Restaurant Week!

- Your feedSCV team





Event Information

SCV Restaurant Week showcases the vibrant dining scene in the Santa Clarita Valley

EVENT DATES :

Friday January 26 - Friday February 2, 2024

PARTICIPATION COSTS :

10% of sales from restaurant week menu items (up to \$200), donated to feedSCV

DONATIONS TO feeSCV DUE BY: February 23, 2024

MENU PRICE POINTS :

Menus will be fixed price at \$10, \$15, \$25, \$35, or \$45+

\$45+ allows you to select any price point above that amount

REGISTER ONLINE :

<https://forms.gle/Eumt1sbeuZeuBDws9>



REGISTRATION DEADLINE :

December 1, 2023

MENUS DUE NO LATER THAN :

December 15, 2023

EVENT PROMOTION INCLUDES :

Paid Advertising: Digital ads on various social media sites targeting members of the Santa Clarita Valley and surrounding communities; outdoor advertising in locations around the valley

Website: Restaurant listing on www.scvrestaurantweek.com featuring participant's location, hours of operation, cuisine, and restaurant week menu

Social Media: Targeted posts to various Santa Clarita food-related groups across major social media platforms

Press Releases: Community event features in local paper and on local news sites

Feature Stories: Articles in Santa Clarita Elite magazine leading up to the event

Community Outreach: Announcements in multiple community and school newsletters and online community platforms such as Nextdoor and Ring



MENU INFORMATION

Menus are the primary reason people pick a restaurant during this event - make yours stand out!

Tip # 1: Create Value

Diners are looking for a chance to try something new during SCV Restaurant Week. Offering an incentive by providing a price that might be lower than regular a la carte pricing encourages diners to visit your restaurant.

Tip #2: Personalized Selections

Diners love the opportunity to create a meal that meets their unique tastes. Offering multiple choices for a starter, main course, and dessert enables them to curate an specialized experience.

Tip #3: Include Signature Dishes and Something New

This is a chance to impress new diners with long-time favorites and entice regulars with new items that aren't featured outside of the event.





BUILDING YOUR MENU

You may offer different menus for varying mealtimes (for example: breakfast, brunch, lunch, dinner) if desired, but each SCV Restaurant Week menu must meet the following requirements:

1. Set at a fixed price

- You may choose a price point of \$10, \$15, \$25, \$35, or \$45+.
- If you choose to offer your menu at \$45+, you may select the exact price
- You should select a combination of menu items that are appropriate for your price point

2. Clearly indicate the following information

- Price Point (if 45+, you may choose the exact price)
- Hours of menu availability
- Note if the entire party is required to participate & if dine-in is required

3. Be offered during all operating days of the event

4. Fit on a single page

5. Include the feedSCV Donation QR code

6. Be submitted as a pdf, jpeg, or png file no later than December 15, 2023 at <https://forms.gle/8XUSVzeQUhK6j7yc6>

For menu design support, please contact
Scott Ervin
Scott@feedscv.org

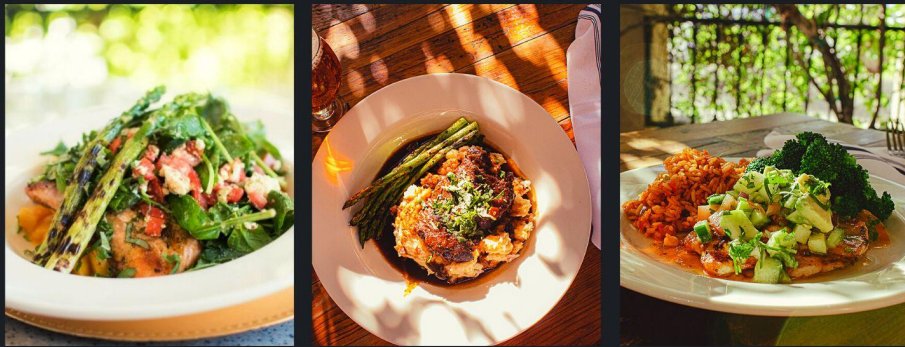


Menu Examples



RESTAURANT WEEK

STARTER CHOICE: SOUP, SALAD OR TAOS ROLLS
ENTREE: PESTO SALMON, BRAISED SHORT RIB OR
CITRUS GRILLED CHICKEN
DESSERT BITES
\$25



AVAILABLE FEBRUARY 5TH - 10TH

P: 661-263-9653

W: [HTTPS://WWW.WOLFCREEKBREWINGCO.COM/](https://www.wolfcreekbrewingco.com/)

Note: Examples are from prior year participants, and may not include all elements required in 2024



SCV RESTAURANT WEEK 2023
\$55 PER PERSON PLUS TAX AND GRATUITY, DINE
IN ONLY, MAY NOT BE SHARED BY MULTIPLE
GUESTS

Piccola Frattoria

ANTIPASTI

ALLEGRA

ARUGULA, HEARTS OF PALM, AVOCADO, CORN, FRESH
TOMATOES, FRESH MOZZARELLA CHEESE, SHAVED
PARMESAN CHEESE, AND LEMON DRESSING

INSALATA ALLA CESARE

ROMAINE LETTUCE, CAESAR DRESSING, GARLIC
CROUTONS, AND SHAVED PARMESAN CHEESE

BURRATA CON POMODORI

CREAMY MOZZARELLA CHEESE, CHERRY TOMATOES,
CROSTINI, AND BASIL.

CALAMARI FRITTI

FRIED CALAMARI SERVED WITH ARRABBIATA SAUCE

SECONDI

FETTUCCINE ALLA BOLOGNESE

HOMEMADE FETTUCCINI PASTA WITH MEAT SAUCE

MEZZELUNE DI CROSTACEI

HOMEMADE HALF MOON RAVIOLI STUFFED WITH
SHRIMP AND SCALLOPS, SERVED WITH SAUTEED
SHRIMP IN A SAFFRON CREAM SAUCE

RISOTTO AI FUNGHI

CREAMY CARNAROLI RICE MADE WITH MIXED WILD
MUSHROOMS

SCALOPPINE DI POLLO AL LIMONE E CAPPERI

CHICKEN SCALOPPINE TOPPED WITH LEMON AND
CAPER SAUCE. SERVED WITH MASHED POTATOES AND
SEASONAL VEGETABLES.

PESCE SPADA AL LIMONE

GRILLED SWORDFISH TOPPED WITH A LEMON GARLIC
SAUCE. SERVED WITH MASHED POTATOES AND
SEASONAL VEGETABLES.

DOLCI

TIRAMISU

CREAMY MASCARPONE CHEESE WITH ESPRESSO
SOAKED LADYFINGERS AND COCOA

CROSTATA DI MORE

BROWN BUTTER BLACKBERRY TART MADE WITH
ALMOND FLOUR AND SERVED WITH VANILLA BEAN ICE
CREAM

PANNA COTTA

SWEETENED CREAM THICKENED WITH FRESH VANILLA
BEAN AND TOPPED WITH FRESH BERRIES

EL CUBANO

SCV RESTAURANT WEEK MENU

AVAILABLE FOR DINNER, DINE-IN ONLY

APPETIZER

EMPANADA
(CHICKEN OR BEEF)

ENTREE

CHOOSE FROM:

ROASTED GARLIC CHICKEN/POLLO ASADO

ROASTED PORK/LENCHON ASADO

ROPA VIEJA

DINNER INCLUDES WHITE RICE, BLACK BEANS AND PLANTAINS

DESERT CHOICES

FLAN

RICE PUDDING

TRES LECHES CAKE

\$21.99/PERSON





EVENT GUIDELINES

During SCV Restaurant Week, we want you to convert first timers into regulars and dazzle your regulars with new culinary delights. To ensure that all diners have a consistent experience during SCV Restaurant Week, participants are asked to:

1. Train your staff

Your staff create the first impression for this event! Please ensure that they are familiar with SCV Restaurant Week, including event dates and your menu offerings.

2. Offer your restaurant week menu to all customers

Your menu should be offered to all diners during the event week. Please provide copies of your approved menu along with your regular menu.

Note: Any SCV Restaurant Week menu alterations must be re-approved prior to being offered.

3. Display the SCV Restaurant Week materials

Table tents and fliers will be provided the week prior to the event. Please post fliers in a prominent location and place table tents on all tables in your restaurant.



MARKETING TIPS

Help us help you make this the best SCV Restaurant Week yet!

Leverage all of your channels to get the word out about SCV Restaurant Week and your participation.

1. Promote your participation on your website, socials, and newsletters
2. Ensure that your website and any online listings include current hours of operation and location
3. Tag your social media posts with [#SCVRestaurantWeek](#) and [#feedSCV](#)
4. Include your social media handles on your menu
5. Follow SCV Restaurant Week on Facebook and Instagram



THANK YOU FOR YOUR COMMITMENT!

All of us at feedSCV are grateful for your support. We are honored and excited to offer this opportunity to our local restaurants and our community.

For more information, please contact:

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