

MENUS

LUNCH - \$29.99

2-Course Lunch

(Entrée + Appetizer/Dessert)



DINNER - \$49.99

3-Course Dinner

(Appetizer + Entrée + Dessert)



GOURMET TASTING DINNER - \$79.99

4-Course Tasting Dinner

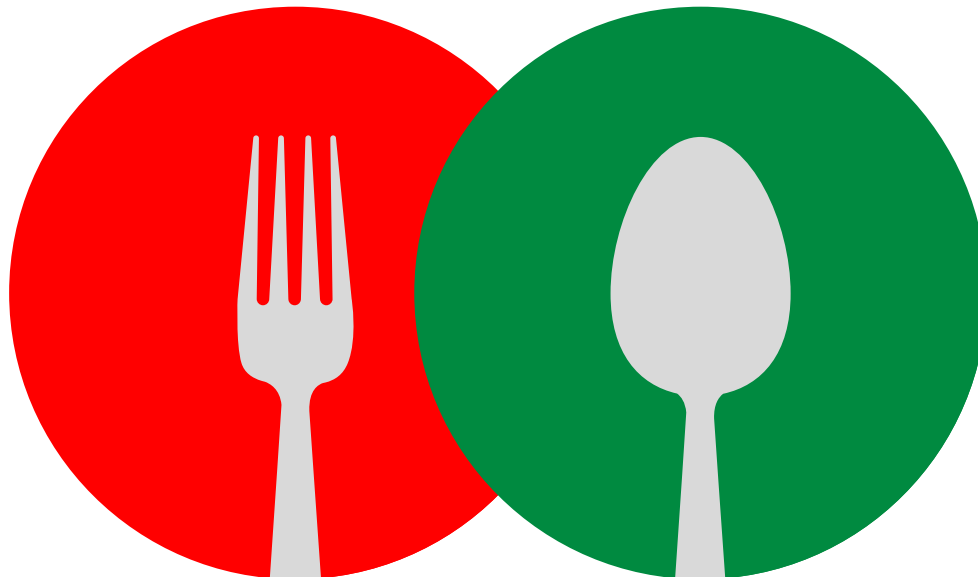
(Appetizer + Pasta + Entrée +
Dessert)

ADD-ON WINE PAIRING - \$40.00

Wine Pairing with Each Course

(Must include a Franciacorta
product)





BENEFITS FOR RESTAURANTS

Restaurant listing on IACC event invitation, IACC website, Italian Restaurant Week website and all promotional materials.

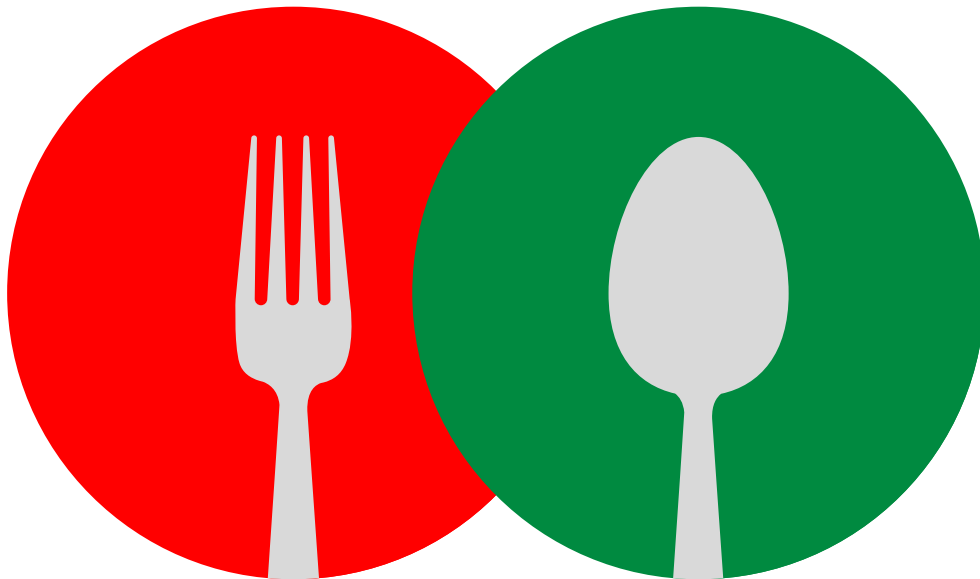
Restaurant promoted in 3 dedicated emails to the extensive OpenTable diner network (4 million plus diners in the NYC-metro area)

Restaurant promoted on OpenTable event promo page.

Strategic social media and digital marketing campaign designed and executed by Food and City.

Curated social media coverage for all participating restaurants.

Media coverage by local food/lifestyle publications, bloggers, and influencers.



REQUIREMENTS FOR RESTAURANTS

Restaurants must participate in the full duration of the promotional period (June 1-8, 2019).

Restaurants will offer diners any combination of three prix-fixe menus

Restaurants agree to feature at least one Franciacorta product by the glass during the promotional period.

Restaurants agree to display IRW promotional materials in their establishment.

Restaurants will provide diners with IRW promotional materials (menu cards, postcards, etc.)

Restaurants are encouraged to promote IRW among existing client base, on website, and on social media platforms.