Dear Restaurant/ Bar Management,

Experience Grand Rapids is excited to announce the fourth annual **Cocktail Week GR.** Cocktail Week GR will take place **November 7-18, 2018** leading up to the annual Wine, Beer and Food Festival. We invite you all to participate in Cocktail Week and help to celebrate Michigan craft spirits.

## **Menu Offerings:**

We have made changes to the format this year. We have taken feedback from participating locations and the local Bartending Guild chapter and we will *not* be offering the Pair and Share option this year. The feedback was that consumers were asking for the food and drinks a la carte. (this was the 2 Michigan cocktails and a shared plate for $25 or less.) Instead, we are asking for the following to be available the duration of Cocktail Week GR:

* 2-3 specially crafted Cocktail Week GR cocktails using Michigan spirits and ingredients… bonus points for using West Michigan products!
*(Cocktails MUST be made special for Cocktail Week GR, not on the regular cocktail menu)*
* *Recommended* appetizer pairings with each cocktail
*(Appetizers can be on your regular menu or they can be made special for Cocktail Week GR)*

## **Events:**

Events are going to play a larger role in Cocktail Week GR than ever before. Please consider hosting a cocktail class, pairing dinner, tour, tasting, etc. All events can be added to the calendar at [www.ExperienceGR.com/SubmitEvents](http://www.ExperienceGR.com/SubmitEvents) and tagged Cocktail Week.

**Marketing:**

Experience Grand Rapids will put forth considerable marketing efforts towards this promotion. Marketing will include billboards, digital ad campaign, social media campaign, website SEO, and more. All participants will be provided with marketing material to use in-house to market this event to guests as well.

## **Deadlines:**

All entries will be submitted online this year, there is no paper form. **Deadline for entries is October 15.** The sooner the better though- we often get media inquiries prior to our deadline. All information for Cocktail Week GR can be found at [www.ExperienceGR.com/CocktailSignUp](http://www.ExperienceGR.com/CocktailSignUp). Please note, there is no charge to participate in Cocktail Week GR!

Thank you for considering participation in this event. I look forward to working with you.

Cheers!

Kate Lieto
Director of Marketing
KLieto@ExperienceGR.com