

PARTICIPANT GUIDE

PORTSMOUTH



RESTAURANT
WEEK

RESTAURANT OWNER/MANAGER,

Across the United States, a multitude of cities have benefited from hosting a weeklong Restaurant Week. For restaurants, the benefit is an increase in traffic and new patronage. On behalf of Portsmouth Restaurant Week, we invite you to participate in this celebration of local cuisine. **2026 Portsmouth Restaurant Week** will be held **Friday, January 23, 2026** to **Saturday, January 31, 2026**.

We look forward to welcoming your restaurant to this exciting celebration of Portsmouth's culinary excellence. Join us in creating memorable dining experiences for our community and beyond.

To sign up, please visit the Portsmouth Restaurant Week page at: <https://www.dineinportsmouth.com/>.

Feel free to contact us any time at (757) 805-5759 or andraejmarable@gmail.com if you have any questions.

Portsmouth Restaurant Week is brought to you by Hometowne Events and the City of Portsmouth.

Regards,



Andrae J. Marable
Hometowne Events [501(c)(3)], Director





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The following guide is offered to help you and your staff get the most out of Portsmouth Restaurant Week. Below are some guidelines, tips, and suggestions. Additional materials and information will be provided to you, along with a refresh of this document, as we get closer to restaurant week.



PARTICIPANT GUIDE

GUIDELINES

The Portsmouth Restaurant Week Guidelines have been created in order to ensure fairness among all participants involved.

If a restaurant does not follow these rules, they will not be invited to participate in future promotions.

Restaurant Week is not just about a discounted lunch or dinner; it is about creating a dining experience, and in doing so, it is imperative that participating restaurants adhere to the Portsmouth Restaurant Week promotion

standards that reflect excellence in:

- Level of Service
- Diversity of Menu
- Quality of Ingredients
- Overall Experience



PARTICIPANT GUIDE

RESTAURANT REQUIREMENTS

1. Only restaurants with a valid City of Portsmouth business license can participate in Restaurant Week.
2. The fee to participate in restaurant week is \$55 per restaurant. You will be provided with an invoice after completing the online Google Form at: <https://www.dineinportsmouth.com/>.
3. Your Restaurant Week prix-fixe menu should represent the quality of your restaurant and should reflect a savings from regular prices. Remember that your menu will leave an impression with diners, including many who may be trying your restaurant for the first time.

If you are a brewery, bakery, or a specialty restaurant that cannot meet the prix-fixe guidelines, please let us know. We'll work together to create a menu and experience for your establishment. We want you to participate too!



PARTICIPANT GUIDE

RESTAURANT REQUIREMENTS

4. Participating restaurants must provide their designated Restaurant Week menu by December 22, 2025 which will be posted on the official Portsmouth Restaurant Week's new website (www.DineInPortsmouth.com) by January 5, 2026.
5. Your **LUNCH MENU** must include at least two menu options for appetizers and at least two menu options for entrées at a \$15 or \$20 price point. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved.
6. Your **DINNER MENU** must include at least three menu options for appetizers, at least three menu options for entrées and at least two dessert options at a \$35, \$40, or \$45 price point. Menus will not be posted unless they adhere to these guidelines. Exceptions to this format must be approved.
7. **Your lunch and/or dinner menu must include at least one item that is not currently offered on your current menu.**



PARTICIPANT GUIDE

RESTAURANT REQUIREMENTS

8. The Restaurant Week menu must be presented to all patrons during the program dates. Patrons should not have to request the special menu when they are seated. The full table is not required to order off of the Restaurant Week menu.
9. Beverages, taxes and gratuities are not included in the prix-fixe offer, unless otherwise stated on your menu.
10. You agree to complete a post-event survey within 30 days of receipt of survey.
11. You agree to track and report the number of restaurant week meals ordered through January 23, 2026 to January 31, 2026.
12. You must cross-promote Portsmouth Restaurant Week through its own social media, communications, and advertising channels.



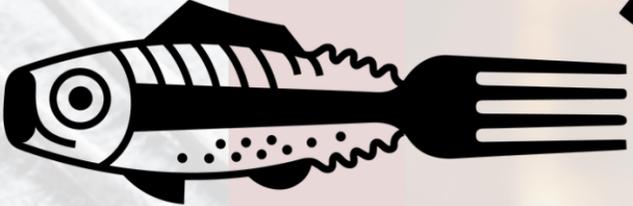
PARTICIPANT GUIDE

PROMOTING

We will be promoting restaurant week through social media, digital billboards, and local news outlets. Here are some things you can do as well:

- Get your menu and logo to us when requested.
- If possible, use your POS system to announce your participation. Make sure Restaurant Week information is printed on guests' checks.
- Email your regular customers and inform them about Restaurant Week.
- Spread the word when talking with your customers.
- Use social media and share your progress leading up to Restaurant Week.
- Display Restaurant Week posters in your restaurant. Also, a dedicated allotment of table tents will be delivered to participating restaurants in January.
- Add the Portsmouth Restaurant Week event to your Facebook page > visit the Restaurant Week event, hit the ellipsis, click add to page. Please DO NOT create your own Restaurant Week event on Facebook.
- Tag your Restaurant Week posts with @visitportsva and #visitportsva #dineinptown #dineinportsmouth



PORTSMOUTH

**RESTAURANT
 WEEK**

FRIDAY, JANUARY 23, 2026 - SATURDAY, JANUARY 31, 2026

WWW.DINEINPORTSMOUTH.COM