

county•licious

RESERVED YOUR TABLE YET?
March 24 to April 17

Prince Edward County's celebration of fine dining featuring prix fixe dinner menus.

For all the juicy details, visit www.countylicious.ca or 866.845.6644



Accommodation packages available

Countylicious

www.countylicious.ca

Prince Edward County's celebration of fine dining featuring pre-fixe menus. Top Prince Edward County restaurants offer three-course culinary creations for \$30 or \$35.

Participant Information

Spring - March 24 – April 17, 2010

Fall – October 22 – November 7, 2010

Criteria to Participate

- Restaurant must be located in Prince Edward County.
- Regular 3 course prix fixe menu must not be \$30 or less (there must be a real value to consumers in your prix fixe menu)
- Offer a 3 course prix fixe menu with minimum 2 options for appetizers, entrees and desserts (please do your best to have a vegetarian option available if requested)
- Operate 4 nights a week for the duration of the campaign
- You will be supplied with customer feedback forms and sales tracking forms

Cost to Participate

Participant Fee - Spring Session		\$ 425.00 + HST
Plus 4 gift certificates for dinners for two		
Participant Fee - Fall Session		\$ 425.00 + HST
Plus 4 gift certificates for dinners for two		

Deliverables

- Inclusion in the radio campaign
- Print campaign
- Campaign website
- Campaign rack card (10,000)
- Campaign e-blasts
- Data collection and report
- Media event/photo opportunity