



RESTAURANT WEEK  
JANUARY 3-12, 2020  
#TastePlacer



## Placer Citrus Restaurant Week January 3-12, 2020

### California Restaurant Month:

California Restaurant Month is a promotional initiative created in 2011 by Visit California, designed to encourage post-holiday travel to the Golden State during the month of January and to continue to position the state as the top culinary destination in the country.

California Restaurant Month takes place during the entire month of January with participating destinations selecting a specific timeframe to highlight. Visit Placer will be partnering with Visit California for **Placer Citrus Restaurant Week**, January 3-12, 2020.

### California Restaurant Month offers:

- Access and exposure for first time diners
- Opportunity for earned media and social media exposure for your brand – opportunities through both Visit California and Visit Placer
- Increased traffic during a traditionally soft period
- Promotes local restaurant community overall

### Placer Citrus Restaurant Week:

To highlight our signature Satsuma Mandarin crop, as well as other vibrant winter citrus in Placer County, Visit Placer has chosen the theme of “**Placer Citrus Restaurant Week**” for our promotion. This will celebrate our local agriculture, provide a common theme to unite the program, and offers a unique media hook. While mandarins are the main focus, you are also encouraged to incorporate other winter citrus in unique recipes. Placer County Citrus can be used as part of a main dish, salad, sauce, dessert or even a cocktail or beer. **There is no cost to participate. The only requirement is that you feature at least one Placer Citrus-inspired menu item daily during the promotion period. Be creative in your approach and leverage the Placer Citrus Restaurant Week theme as much as possible.** If you want to offer any additional special deals or incentives tied around the Placer Citrus Restaurant Week program, we will gladly promote that with your information as well.

PlacerGROWN will help connect restaurants with local growers to source Placer County Citrus to be used in the creation of your Placer Citrus-inspired menu items.

Visit Placer will be conducting media outreach for the program, as well as working with Visit California to highlight our program and partners. Visit Placer will host a Placer Citrus Restaurant Week page on our website (<https://www.visitplacer.com/restaurant-week>), with a list of all participating partners, including links to your restaurants, that will also be linked directly from the Visit California Restaurant Month website that will be updated for the 2020 program ([www.DineInCA.com](http://www.DineInCA.com)).

We encourage you to participate and help us spread the word about **Placer Citrus Restaurant Week**.



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## Placer Citrus Restaurant Week 2020

### Participation Agreement

**Placer Citrus Restaurant Week** is a weeklong celebration of Placer County’s signature Satsuma Mandarin crop and other winter citrus fruits and their influence on culinary culture. Placer Citrus Restaurant Week will take place January 3-12, 2020. To participate in this year’s program, please submit your participation agreement to Tiffany McKenzie, Director of Marketing, Visit Placer at [tmckenzie@visitplacer.com](mailto:tmckenzie@visitplacer.com). Please call (530) 887-2111 with any questions.

#### Section A: Participant Information

**Restaurant:** \_\_\_\_\_

**Address:** Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Project Lead:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Chef Name:** \_\_\_\_\_

**Chef Bio:** \_\_\_\_\_

Please indicate if you are interested in any media opportunities, if available.

\_\_\_\_\_ yes    \_\_\_\_\_ no

#### Section B: Social Media Profiles

**Website:** \_\_\_\_\_

**Facebook:** \_\_\_\_\_

**Instagram:** \_\_\_\_\_

**Twitter:** \_\_\_\_\_

#### Section C: PR Contact (if available)

**PR Contact:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Citrus-Inspired Menu Item(s) (if known already – information can be updated at a later date):**

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**Section D: Participation Agreement**

*As an official “Placer Citrus Restaurant Week” participant, I agree to:*

- Offer a Placer County Citrus-inspired menu-item or cocktail, daily during the promotion period of January 3-12, 2020. At least one menu-item must feature a Placer Citrus ingredient.
- Promote Placer Citrus Restaurant Week through social media, email, website, and in restaurant as appropriate
- Train restaurant staff on the Placer Citrus Restaurant Week special offer
- Track Placer Citrus Restaurant Week participation
- Tag **@VisitPlacer** and use **#TastePlacer**, **#VisitPlacer**, **#DreamEats** hashtags in social media to help further generate interest and attention in the program

Please indicate if you would be willing to provide:

- \_\_\_\_\_ \$25 Gift card for surprise and delight promotions on social media
- \_\_\_\_\_ 2 comp meals for media/social influencers if opportunities are available

Visit Placer will provide the following benefits:

- Restaurant inclusion on all Placer Citrus Restaurant Week collateral and website
- Restaurant promotion in related social content
- Restaurant inclusion in all media pitches
- Post-program recap

**\*Please submit any photos or video of your restaurant that we can use in the promotion of the program. We will also want to get images of your featured Placer Citrus dishes when available to use on the website and in social media. Please email to: [tmckenzie@visitplacer.com](mailto:tmckenzie@visitplacer.com)**

Thank you for your interest and participation!

**Questions? Contact:**  
Tiffany McKenzie  
Visit Placer  
[tmckenzie@visitplacer.com](mailto:tmckenzie@visitplacer.com)  
(530) 887-2111



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Thank you for your participation in Placer Citrus Restaurant Week – uniting our restaurant community and the growers of Placer County. We are thrilled to be able to feature all of the wonderful varieties of winter citrus grown in Placer County for our Restaurant Week promotion.

PlacerGROWN is generously providing complimentary up to a maximum of 75 pounds of citrus fruit, per restaurant, to use in creating your unique Placer citrus-themed menu items.

**ORDER DEADLINE: December 27, 2019**

Any questions regarding your citrus order, please contact Carol Arnold:  
foothillfarmersmarket@gmail.com

Restaurant: \_\_\_\_\_

Citrus Fruit Available	Number of pounds requested
Mandarins (highly perishable)	
Tangerines	
Blood Oranges	
Navel oranges	
Marsh grapefruit	
Melogold grapefruit	
Chandler pomelo	
Meyer lemons	
Cara Cara oranges	
Texas grapefruit	
Mandarinquats - a cross between mandarins and kumquats. *Used more as a garnish, limited to 4 baskets each	

\*maximum of 75 pounds total per restaurant

Deliveries will be made January 2 and 3, 2020. Preferred delivery date and time:

\_\_\_\_\_ January 2 – Time Window: \_\_\_\_\_ January 3 – Time Window: \_\_\_\_\_

Specific instructions for delivery (back of restaurant, front door, etc): \_\_\_\_\_

Delivery Contact and phone number: \_\_\_\_\_

Thank you for your participation and support of Placer Citrus Restaurant Week. Please return order form to [tmckenzie@visitplacer.com](mailto:tmckenzie@visitplacer.com) by December 27.

If you have any questions about the Placer Citrus Restaurant Week, please contact Tiffany McKenzie:  
[tmckenzie@visitplacer.com](mailto:tmckenzie@visitplacer.com) – (916) 759-8372.