

gourmetlife

~ more customers for you!



You have been selected as one of the Midlands' finest dining venues

In association with:



leisure marketing midlands ltd



www.gourmet-life.co.uk

gourmetlife ~ Midlands Lifestyle Dining Club

Selecting the finest venues across the region, and offering you access to 1000's of potential, discerning high spending diners – hungry to seek out new gourmet experiences, dining venues, and attend events. Over 3 years of trading have proven that our added value support packages work for our restaurant partners, offering additional bookings, at quieter times, and helping fill capacity at your events, and promote additional offers. Unlike other dining cards, we are NOT just about discount, but lifestyle experiences for diners & added value for you!

Discount

All we ask is you welcome our pre-booked members by offering 25% off your a la carte, main menu food bill Mon-Friday only...quiet times, premium spenders. Options for before 7.30 Friday & options for Sat/ Sunday.

Local Producers

We only invite venues who source MIN 25% of their a la carte menu from within a 50 mile radius – by highlighting your support, our members support you and your suppliers. Venues are only selected to join on strict criteria, alongside ratings, feedback and recommendations from our diners.

Top Rated

Those venues who are the most popular with our visitors, and rated consistently well for their key performance criteria will make our **Midlands Top 100 Restaurant** List to be published later this year!

Membership is FREE!

Once you have been nominated, and reach our criteria, you can accept our members free, with our 'Entrè' support package (see opposite) including a listing on our www.gourmet-life.co.uk website, and an initial promotion on our monthly eshots to our members. OR you can upgrade to our pro-active support packages opposite, offering you added value, impact, and even more potential diners to your venue.

Marketing Support Savings

Upgraded packages also entitle you to min 10-30% off marketing support from our sister company Leisure Marketing Midlands LTD – The dedicated Leisure industry specialist for the Midlands.

Social Media

Follow us on [Twitter.com/gourmet_life](https://twitter.com/gourmet_life) & our partners@[eat_themidlands](https://twitter.com/eat_themidlands) & join over 2,000 followers sharing dining experiences & recommendations!

Support

Email us for further information or to join Info@gourmet-life.co.uk or tel: **0845 838 6364**



Shropshire Chamber
OF COMMERCE & ENTERPRISE



Increase your impact with additional **Gourmet-Life.co.uk Web & Marketing Support**

✓ All below features included in your package where ticked. Promoted to our database of over 3,000 Midlands foodies! (note, 1 x tick = one activity)		Additional Marketing Support Package Upgrade Options			
Service	Description	RRP Value/Ad hoc price	Entrè	Taster	Starter
Entrè Listing (invitation/nomination only)	Description photo & Exchange link, plus initial eshot to membership	FOC	✓		
Taster Listing	Up to 3 photos plus description & exchange link Plus support listing on sister website www.dinewithus.co.uk (also worth £125)	RRP £250		✓	✓
Starter: Full webpage listing Eg: www.gourmet-life/your-venue .	Full domain listing on www.gourmet-life.co.uk . With addition of your own venue name, helping on search engines & useable in adverts & links. Also includes: <ul style="list-style-type: none"> ✓ Photo gallery throughout ✓ Home page ✓ Food page ✓ Chef Profile/Q&A ✓ Reviews links ✓ Events & Offers ✓ Facilities ✓ Social media feeds & links ✓ Fully searchable & Google friendly! 	£250 per annum PLUS 'Taster' listing on our sister website www.dinewithus.co.uk ~ visited by over 20,000 foodies per month. Worth £125... Upgrade any additional Dinewithus.co.uk support package for half price! See separate Leaflet. Including All ticked items below and next page (others available as optional extras when booking)			✓
Above includes 200 FREE 'How do you rate us?' cards worth £50 , to encourage diners to rate you on www.gourmet-life.co.uk and follow your social media... all helping towards your Diners Top 100 Restaurant status!				✓	✓
Benefit from all of the above support for 12 months. PLUS see next page! (all prices + VAT) (Main Course packages & Above, available on quarterly standing order. Please ask for details.)			FOC	£125	£285 + add benefits see below!

See next page for further opportunities on how you can upgrade & promote your venue to our members, as well as our extensive database of Midlands foodies, and Twitter followers.
Starter Package details continued on next page...


Part of the Leisure Marketing Midlands LTD Network of dedicated support websites & services for the Hospitality industry.

Join www.leisuremarketingltd.co.uk today & Save off Design, Print, Web & Marketing Services.



leisure marketing midlands ltd
Follow us on Twitter @leisuremarkltd

Web support Packages continued with upgrade options

			RRP Value/ Ad hoc price	Starter Contd	Main Course	Dessert	Assiette
E-shot Introductory	New member status & profile circulated to membership PLUS Newsletter registrants. Sent to over 3000 recipients!		£65	✓	✓	✓	✓
Homepage listing on www.gourmetlife.co.uk	New listing feature link. + 'How do you rate us?' feature on www.dinewithus.co.uk		£35	✓	✓	✓	✓
Pro-active support call	We call you monthly for updates & changes to keep you up to date		£35 per month (Min 3 Months)	✓	3 mths	6 mths	6 mths + 3 free
 	Welcome Tweet on our relevant account x 4 per week incl home page listing	Reach over 2,000 potential followers	£65 per month (Min 3 Months)	✓	3 mths	6 mths	6 mths + 3 free
E-shot Introductory + Tweeted Out	New member status & profile circulated as part of our monthly member eshots		£45 per inclusion, linking to web page	N/A	✓	✓	✓
E-shot On-going + Tweeted out	Member submits fresh information, forthcoming events & extra offers on relevant eshot		£39 per opted month (Min 3) Per branded eshot	N/A	3 mths	6 mths	6 mths + 3 free
Dedicated Eshot	We can create you a dedicated eshot appearing to come from your own email address, with your design & any content.		Creation £145 Follow-ups sends £95 each	N/A	N/A	✓	3 PA
Chef Q&A	Full profile & interview with the Head chef, also posted on www.eat-the-midlands.co.uk		£85	N/A	✓	✓	+ other team member profile
Food Review OR mystery diner with full report, not published	Carried out by one of our team of professionals & posted on your webpage & our Food News & Reviews website www.eat-the-midlands.co.uk		£125 (with photo option)	N/A	✓	✓ x2	x3 with photo shoot
PR	Press releases created for you professionally & distributed to our national media contacts		£125	N/A	N/A	✓ 4	✓ 8
Marketing Review Meeting	Our team of dedicated professionals, each with MIN 5 years industry experience will visit your venue, assess your business needs & opportunities & prepare a detailed marketing proposal Plus review on-going if services ordered.		£225	N/A	✓	2 in 6 mths	Bi monthly
Total Annual Value				£565	£1176	£2448	£4845
You Pay.... Per Annum Plus VAT				£285	£550*	£975*	£1850*

Spring Offer £495

* available on quarterly standing order, see previous page...

