gourmetlife

~ more customers for you!



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

In association with:







leisure marketing midlands ltd



aourmetlife ~ Midlands Lifestyle Dinina 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 & our partners@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









Supporting the Regions Producers, Providers & Diners

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 | 1 | | | | |
| 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 | | 1 | 1 | | |
| 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: I 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) | | | • | | |
| www.gourmet-life.co.uk | E 'How do you rate us?' ourage diners to rate you o t and follow your social mee 'Diners Top 100 Restaurant | dia | | 1 | 1 | | |
| 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.leisuremarketingItd.co.uk today & Save off Design, Print, Web & Marketing Services.

leisure marketing midlands Itd Follow us on Twitter @leisuremarkItd

| Veb support Pack upgrade options | ages continued with | 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 | 1 | 1 | 1 | 1 |
| Homepage listing on www.gourmetlife. co.uk | New listing feature link. + 'How do you rafe us?' feature on www.dinewithus.co.uk | £35 | 1 | 1 | 1 | 1 |
| Pro-active support call | We call you monthly for updates & changes to keep you up to date | £35 per month (Min 3 Months) | 1 | 3 mths | 6 mths | 6 mths + 3 free |
| facebook | 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) | 1 | 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 | 1 | 1 | 1 |
| 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 | 1 | 3 PA |
| Chef Q&A | Full profile & interview with the Head chef, also posted on www.eat-the-midlands.co.uk | £85 | N/A | 1 | 1 | + othe team membe 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 | 1 | √ ×2 | 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 | 1 | 2 in 6 mths | Bi month |
| Total Annual Value | | £565 | £1176 | £2448 | £4845 | |
| You Pay Per Annum | | | | | | |

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

Update your profile below. Benefit from improved packages, by updating your details below & circulating which package you require over-leaf & any optional extras. Simply post this back to us at the address below with your payment whether cheque or credit card - or on line. Your package will be updated & sent live once payment cleared and promoted to 1,000's of new potential diners for 2011.... Date Account Name Contact name/ Manger/proprietor **Position** Name Chef Name Food Serving **Times** Times NOT to contact Telephone Email (for listing) Address Town/County Postcode Web Address Trade in your old website for a new up to www. date self updating one & save 20% off list prices! Tick here for more details Send your pics via email with your description. OR lifted from your website/other 3rd party Photos: (up to 3) website with permissions - specify web address: www. Description: Up to 45 words descriptive. (use extra sheet if required, or email your description. info@gourmet-life.co.uk) Please tick which annual support Entrè FOC Taster £125 Starter £285 package you require: Main Course £550 Spring Offer £495 Dessert £975 Assiette £1850 Additional offers? Why not strengthen the impact to our members...offer a stronger discount to gain more bookings. Also add accommodation offers... It works! Insert details here:..... Sunday Offerings. ie. Set menus or Mains from.... Sunday Serving Times: Food Style \Box Traditional \Box European (Italian/French/Spanish/Other) \Box Fine Dining \Box Fish \Box Cafe Culture American (North/Central/South) African Modern British Asian Pub/Bar Veg Speciality Carvery Facilities/Awards/Accreditations Smoking Al Fresco Disabled Access Real Ales Open Fires Accommodation ☐ AA Rosette (*Quantity*) ☐ Michelin Accredited ☐ Bib Gourmand ☐ In Guide ☐ Award Recognitions \square Garden \square Function Room \square Speciality Diet Friendly \square Private Dining \square Wedding Facility Child Friendly WIFI Local Produce Homemade Handcut Chips Wedding Licence Member discount times: ✓ Monday-Friday ☐ Friday before 7.30 only ☐ Saturday lunch ☐ Saturday evening Sunday lunch 🗸 Discount 25% off Main menu food only 🛮 Additional discounts Additional awards/accreditations..... Please post to GourmetLife Marketing Support, 24 St Leonards, Bridgnorth, Shropshire, WV16 4EJ. Cheque payable to Dine with us. OR Pay by (Please circle): Credit / Debit Card / 🔼 BACs (ask for details) Provide your details, which will be entered, and destroyed once payment received: I authorise £...... (incl VAT) to be taken as payment from my credit/debit card. A pro-forma invoice reciept will be forwarded once payment received for your records & VAT purposes. Card Holder (Name as it appears on card) Card No Valid from **Expiry Date** Security No (3 No's on Reverse of Card) Or Pay online with PayPall Email us your chosen package & we will send you Paypal payment request. Standing Order: All Packages from Main Course upwards available as quarterly standing order. Carrying a +10% admin charge. Ask for details

VAT number: 98964749 Company number: 06673506 'Part of www.Leisuremarketingltd.co.uk ~ dedicated marketing support for the Leisure industry'

Join us today...print off, complete and post to Dinewithus Marketing Support, 24 St Leonards, Bridgnorth,
Shropshire, WV16 4EJ. or register and pay on line at www.dinewithus.co.uk/register.