NOV 2026

FOR IMMEDIATE ATTENTION OF THE OWNER or MANAGER

Dear Hospitality Member,

Make the most of Hereford Restaurant Week 2027 – Sign Up Today!

We're inviting you to be part of **Hereford Restaurant Week 2027, running from Friday 26th February to Sunday 7th March 2027** – a fantastic opportunity to showcase your business, attract new customers and put Hereford's brilliant food and hospitality scene firmly in the spotlight.

After a successful first year in 2026, Hereford BID wants to help drive visitors into the city again, encourage people to choose Hereford as their dining destination and, most importantly, generate bookings and increased footfall for all participating restaurants, cafés and pubs.

As a participating outlet, you'll **benefit from a coordinated marketing campaign** delivered by Hereford BID, promoting the event across the county and further afield through our website, social media channels, email marketing, press activity and wider tourism networks.

Restaurant Week is a great way to:

- Raise your profile and introduce your business to new audiences.
- Drive bookings and footfall, particularly at the end of the winter season.
- Create and highlight your signature dishes with an enticing offer

And, of course, don't forget the fun and much-loved **Hereford Restaurant Week Waiters Race.** It's a brilliant way to get involved, bring energy to the city centre, and capture entertaining, shareable content for your business.

You'll find all the information you need, including participation details, campaign dates, and sign-up deadlines, in the attached briefing sheet.

Don't miss out – sign up today* (DEADLINE TO REGISTER 6th JAN 2027) and be part of Hereford Restaurant Week 2027!

Let's work together to celebrate Hereford's fantastic hospitality scene and make it a great week for everyone taking part.

Best regards,
The Hereford BID / Hereford City Life Team

@HerefordBid

*Businesses must sign-up and provide content by the stated deadlines in the briefing instructions. Registration must be sent on email by the deadline as stated to ensure participation.

Hereford BID Limited, Town Hall, St. Owen Street, Hereford HR1 2PJ
Tel: 01432 376830 Website: www.herefordbid.co.uk Email: info@herefordbid.co.uk
Registered in England and Wales under no.9488267

RESTAURANT WEEK

2027

IMPORTANT UPDATE

AFTER A SUCCESSFUL LAUNCH IN 2026 - ITS BACK AGAIN IN FEB 2027

WHATS HAPPENING?

FRI 26TH FEBRUARY UNTIL SUN 7TH MARCH

ONLY FOR HEREFORD BID MEMBERS

We're delighted to announce that Hereford Restaurant Week will return from Friday 26th February to Sunday 7th March 2027!

We're inviting Hereford BID member restaurants, cafés and pubs serving food to get involved in this exciting city-wide celebration of Hereford's fantastic food scene.

It's a great opportunity to showcase your business, attract new customers and encourage diners to explore the wonderful choice of places to eat and drink across our city. Find out how you can take part and be part of the action!

SIGN UP BEFORE THE 6th JAN 2027 DEADLINE - SEE OVERLEAF







WAITERS RACE 2027

TUES 23RD FEBRUARY 2027
10AM - HIGH TOWN

Sign up your team overleaf



WILL YOUR TEAM BE ON THE START LINE?

The waiters race is a great opportunity to highlight your brand in a fun and engaging way. You can capture your own content to highlight your brand, but we can share all the content we capture.

CONTACT US TO DISCUSS YOUR PARTICIPATION
TEL: 01432 376830
EMAIL: Ryan or Peter - our emails are overleaf.

Hereford BID Investing in our City

DELIVERING Hereford City Life

NOV, 2026

RESTAURANT WEEK

Running from Fri 26th Feb to Sun 7th March

2027

BENEFITS OF TAKING PART IN RESTAURANT WEEK 2027

- **Increase awareness for your outlet by being promoted across Hereford City Life and Hereford BID channels.**
- **Facebook 16,000 followers**
- **Instagram 6,000 followers**
- **Email database of 21,000**
- **Website What's On page that receives over 250,000 views a year -Your offer featured.**
- **Plus B2B channels talking directly to City Centre businesses.**

DONT MISS OUT ON THIS LEVEL OF FREE EXPOSURE

IDEAS THAT HAVE WORKED

- **Set Pricing - £5 / £10 / £15 / £20**
- **2 for 1**
- **Free Starter or Dessert**
- **Kids Eat Free with Adults**
- **Student Discount**
- **XX% Off**
- **Special Event or Something Different for the week only.**
- **Business or Early Door Offers**

We received over 425,000 views on our Facebook and Instagram channels during Restaurant Week 2026. This year we are expecting an even higher amount of views. These views don't just cover Hereford they reach across the whole county and beyond.

Make sure your offer cuts through and provides the incentive to book during.

DON'T FORGET TO REGISTER AND START THINKING ABOUT YOUR OFFERS TO DRIVE YOUR BOOKINGS

KEY DATES YOU NEED TO KNOW

- **6th Jan 2027 - Deadline to** register to be part of Restaurant Week 2027.
- **29th Jan 2027 -** Register your team for the Waiters Race.
- **12th Feb 2027 -** Provide your Restuarant Week offers, iamges or other content.
- **23rd Feb 2027 -** Waiters Race.
- **26th Feb to 7th Mar 2027 -** Restaurant Week campaign.

REGISTER NOW

EMAIL US TO RESERVE YOUR PLACE

Ryan.Dorn@Herefordbid.co.uk
or
Peter.Hubbersty@Herefordbid.co.uk

OR CALL US TO FIND OUT MORE DETAILS TEL: 01432 376830

WE WILL NEED THE FOLLOWING:

1. **Participation in Restaurant Week.**
2. **Participation in Waietrs Race & how many waiters are racing.**
3. **Your name, position, contact number and email.**
4. **Your outlet name, some emails do differ.**



Hereford BID Investing in our City

DELIVERING Hereford City Life