



## HEREFORD RESTAURANT WEEK BRIEFING

Dear member,

### Overview

Hereford BID is delighted to announce the launch of the first-ever Hereford Restaurant Week, a new city-wide event to celebrate our vibrant food and drink scene. The event will run from Friday, 20th March until Sunday, 29th March 2026.

Hereford Restaurant Week will showcase the diversity, quality and creativity of local restaurants and pubs that serve food, encouraging residents and visitors to explore the city, try new places and support city centre businesses.

**Please find the competition briefing notes below:**

### Objectives

- Raise awareness of local F&B outlets.
- Promote local food and drink businesses to residents and visitors.
- Drive increased footfall into Hereford city centre.
- Generate regional awareness through coordinated marketing and PR.

### Marketing & Promotion

The event will be promoted by Hereford BID across the Hereford City Life marketing channels, including:

- We will supply you with A4 or A3 poster to promote the event at your outlet.
- Restaurant week leaflet distributed across the city and at your venue.
- Social Media
- Email Marketing
- Dedicated What's On website page on our website
- Press Releases and Media Outreach

In addition, we will work with third-party partners, tourism organisations and regional media to amplify reach and ensure Hereford Restaurant Week gains strong exposure beyond the city in its first year.

**Please contact the office if you have any questions on 01432 376830  
or [ryan.dorn@herefordbid.co.uk](mailto:ryan.dorn@herefordbid.co.uk)**



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### Hereford Dish of the Year 2026 - Can you win?

Could your restaurant be crowned the very first Hereford Restaurant Week – Dish of the Year 2026?

This is a unique opportunity to stand out during Restaurant Week and gain lasting recognition for your food and your business. One winning outlet will receive the title Hereford Dish of the Year 2026 — a badge of excellence you can proudly use across your menus, website, social media, and in-venue marketing.

The winning dish and outlet will be promoted across our marketing channels, supported by media coverage and shared with county-wide tourism partners, giving your business exposure well beyond Restaurant Week itself.

To enter, simply submit one standout dish for our judging panel. The panel will review all entries and select a single winner, making this a highly visible and competitive accolade.

As the first year of the award, this is your chance to be part of something new and prestigious — and to be remembered as the restaurant that set the benchmark for Hereford's dining scene.

### Waiters Race

Hereford Restaurant Weekend will kick off with an exciting and fun Waiters' Race around a City Centre course, supported by pre-promotion and live social media coverage on the day.

Waiters will carry a drink and food item, then race around a short course to the finish line, creating great visibility and engagement for participating outlets.

The race will have live commentary by the Hereford City Life team via loudspeakers, adding to the atmosphere and crowd appeal.

Put your fastest waiter forward for the challenge and help promote both Restaurant Week and your business. Race to take place on Thursday, 19th March, time to be confirmed.

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### Your Participation

We have researched other Restaurant Weeks across the country, and a key element is a booking incentive in some form of promotional menu for the 10 days. We have stated some of these promotions for you to consider:

- Free Starter or Dessert.
- £5, £10 or £15 for dishes.
- Two- or three-course special price set menu.
- Small dish tasting dishes for £5 each, minimum order of three.

**All you have to do is select what you will offer and we will promote for you**

### Your Support & Own Promotion

Please help maximise the impact by sharing content and promotions across your own marketing channels, including:

- Social media platforms
- Websites
- In-venue signage
- Customer email newsletters

Consistent messaging across all channels will help build excitement, increase participation and reinforce Hereford as a must-visit destination during the trial period.

### Key Dates

- **Hereford Restaurant Week:**
- **Friday 20th March – Sunday 29th March 2026**

### Contact

For further information or support, please contact the Hereford BID team:

📞 01432 376830 or 📩 [ryan.dorn@herefordbid.co.uk](mailto:ryan.dorn@herefordbid.co.uk)

We look forward to working together to make the first Hereford Restaurant Week.