



WEST MIDTOWN

— RESTAURANT WEEK —

2026 PARTICIPATION GUIDE

SEPTEMBER 20–26, 2026

WESTMIDTOWNRESTAURANTWEEK.COM

FOUNDING SPONSORS



UPPER WESTSIDE
improvement district

upper
westside



WELCOME TO

WEST MIDTOWN RESTAURANT WEEK

Built on the success of Buckhead Restaurant Week, West Midtown Restaurant Week brings a proven promotional platform to one of Atlanta's most distinctive dining destinations.



BUILT ON

PROVEN SUCCESS



Livable Buckhead has developed Buckhead Restaurant Week into a coordinated dining campaign that connects restaurants with new and returning customers through a central website, digital advertising, email marketing, media coverage, social content, influencer engagement, and community partnerships. The program has demonstrated that a restaurant week can provide more than short-term promotion. When restaurants actively participate, it can build visibility, generate reservations, introduce new audiences, and strengthen the identity of an entire dining district.

West Midtown Restaurant Week applies that experience to a neighborhood with its own character and audience. Known for chef-driven restaurants, independent concepts, adaptive reuse, and a mix of established destinations and emerging businesses, West Midtown offers an experience that diners cannot find elsewhere in Atlanta.

The event is being developed collaboratively by Livable Buckhead and West Midtown Alliance, with input and support from prominent local restaurants, the Upper Westside Community Improvement District, property owners and developers such as Jamestown, and other neighborhood partners. This shared approach combines Livable Buckhead's restaurant-week infrastructure and marketing experience with the relationships, knowledge, and distinct identity of the West Midtown community.

WHAT RESTAURANTS GAIN

- A coordinated district-wide marketing campaign
- A dedicated restaurant profile and reservation link
- Social, email, media, and creator exposure
- Connection to neighborhood and property partners
- A platform designed to encourage discovery and repeat visits

Together, we are creating a focused week that showcases West Midtown as a dining destination while giving each participating restaurant room to tell its own story.



STEP 1

SIGN UP TO PARTICIPATE

Your participation form provides the foundation for your restaurant’s website listing, marketing materials, media outreach, and inclusion in the overall campaign. The earlier we receive complete and accurate information, the more effectively we can promote your restaurant.

SUBMISSION TIMELINE

SEPTEMBER 1 PARTICIPATION SIGN-UP Confirm participation, service dates, hours, contacts, and restaurant details.	SEPTEMBER 10 PRELIMINARY MENU OR OFFER Submit a preliminary menu as a PDF, or a written description of your offer. This may be updated.	SEPTEMBER 16 FINAL MENU Submit the approved final menu and confirm pricing, hours, dates, links, restrictions, and details.
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WHAT YOU’LL SUBMIT

- Restaurant name, address, primary contact, and marketing or PR contact
- Participation dates and exact lunch, dinner, and weekend service hours
- Restaurant Week offer, price, menu, and any restrictions or exclusions
- Direct reservation link and restaurant website
- Instagram handle and other active social media accounts
- High-resolution logo and clear, well-lit photos of your food, interior, patio, team, or dining experience. Professional photography is not required. At least one horizontal image is required for your website hero image.
- Permission to use submitted photography and video across the website, social media, email, advertising, media outreach, and other Restaurant Week promotions
- Special events, chef appearances, pairings, or additional activations planned for the week
- Interest and availability for television, media, and creator opportunities

HOW THE PROCESS WORKS

- 1 Complete the participation form at WestMidtownRestaurantWeek.com.
- 2 Watch for a confirmation email from Livable Buckhead.
- 3 Submit your preliminary menu PDF or written offer description by September 10.
- 4 Review your restaurant webpage when it is sent and report corrections promptly.
- 5 Submit your final menu and confirm all details by September 16.
- 6 Notify us immediately if hours, links, participation dates, or availability changes.

MEDIA OPPORTUNITIES

The participation form will ask whether your restaurant, chef, or spokesperson is willing to participate in television and other media opportunities. Confirmed coverage includes ATL Live on Atlanta News First and Good Day Atlanta on FOX 5, with additional opportunities potentially added.

Media participation may require an on-camera spokesperson, featured dishes, advance preparation, and availability during morning or daytime production hours. Expressing interest does not guarantee placement, as final selections depend on editorial needs, scheduling, and the mix of participating restaurants.

ASSET TIP

Vertical photos and short vertical videos are especially valuable for Instagram Reels and Stories. Submit clean, well-lit content without embedded text, logos, borders, or filters whenever possible.

STEP 2

DESIGN AN OFFER THAT DRAWS DINERS IN

West Midtown Restaurant Week introduces diners to the restaurants, chefs, and experiences that make the neighborhood distinctive. It is not a one-size-fits-all discount program, and a traditional prix-fixe menu is welcome but not required.



PAIRING OR COMBINATION



PRIX-FIXE OR TASTING



VALUE-ADDED EXPERIENCE

THE WEST MIDTOWN RESTAURANT WEEK APPROACH

DISTINCTIVE

Showcase what your restaurant does especially well.

EASY TO UNDERSTAND

Guests should quickly see what is included, what it costs, and when it is available.

SUSTAINABLE TO DELIVER

Choose an offer your team can execute consistently without disrupting regular service.

VALUE DOES NOT HAVE TO MEAN A DEEP DISCOUNT

Strong value can come from price, exclusivity, convenience, access, presentation, or the opportunity to try something new. Create an offer that feels special and timely while protecting the quality of the guest experience and the value of your brand.

OFFER FORMATS

PRIX-FIXE MENU

A curated multi-course lunch, dinner, or brunch at a set price.

RESTAURANT WEEK EXCLUSIVE

A signature dish, seasonal feature, or chef creation available only during the event.

PAIRING OR COMBINATION

A cocktail, wine, dessert, appetizer, or shareable paired with a featured dish.

TASTING EXPERIENCE

Small plates, chef selections, flights, or family-style offerings that encourage exploration.

VALUE-ADDED EXPERIENCE

An upgraded course, complimentary pairing, tableside element, or special presentation.

SPECIAL EVENT OR ACTIVATION

A chef appearance, themed dinner, tasting, demonstration, entertainment, or collaboration.

BUILD A STRONG GUEST EXPERIENCE

- Make the offer and value easy to understand.
- Feature dishes that represent your restaurant and photograph well.
- Choose an offer your team can execute consistently.
- State price, availability, substitutions, gratuity, taxes, and exclusions.
- Use appetizing, guest-friendly language.
- Provide a direct reservation link whenever available.

BE CLEAR ABOUT AVAILABILITY

Restaurants may choose which days and service periods to participate between September 20 and 26. Your offer does not need to be available during every service, but all participating dates, hours, reservation requirements, and restrictions must be clearly stated.

YOUR FINAL COPY SHOULD BE:

Complete, accurate, guest-friendly, and ready to publish exactly as submitted.

A COMPELLING OFFER SHOULD ANSWER FOUR QUESTIONS

WHAT IS INCLUDED?

WHAT DOES IT COST?

WHEN IS IT AVAILABLE?

WHY CHOOSE IT NOW?

STEP 3

PROMOTE YOUR PARTICIPATION

West Midtown Restaurant Week creates broad awareness through a coordinated campaign. Your restaurant's own channels turn that awareness into interest, reservations, and visits.

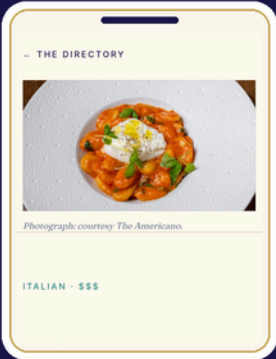
YOUR RESTAURANT LISTING

Each participating restaurant receives a mobile-friendly profile designed to move diners from discovery to action. Your listing will bring the essential information together in one place.

- Restaurant imagery and description
- Restaurant Week offer and menu links
- Participating dates and service hours
- Reservation, website, and social links

VIEW THE LIVE EXAMPLE

buckheadrestaurantweek.com/restaurants/the-americano



WHAT WE WILL PROVIDE

CENTRAL WEBSITE

A dedicated restaurant profile with your offer, imagery, hours, links, and reservation information.

SOCIAL MEDIA

Restaurant spotlights, Stories, video, reshared content, and Instagram Collaboration posts.

EMAIL MARKETING

Promotion through established community, partner, and organizational audiences.

MEDIA AND CREATOR OUTREACH

Coordinated outreach to local media, broadcasters, and Atlanta food and lifestyle creators.

PROMOTIONAL TOOLKIT

Official logos, graphics, templates, suggested messaging, and printable materials.

PAID PROMOTION

Targeted digital support directing diners to restaurant listings and reservation links.

WHAT YOU SHOULD DO

ASSIGN A CONTACT

Designate one person to receive campaign updates, approve content, and respond promptly.

ANNOUNCE PARTICIPATION

Begin promoting the event as soon as your participation is confirmed.

UPDATE YOUR CHANNELS

Add your offer, dates, and reservation link to your website and customer emails.

CREATE ORIGINAL CONTENT

Share your menu, dishes, chef, team, and the dining experience guests can expect.

CONNECT ON INSTAGRAM

Accept Collaboration invitations and tag @westmidtownrestaurantweek in posts and Stories.

KEEP THE MOMENTUM GOING

Reshare campaign content, media coverage, guest posts, and final-weekend reminders.

RECOMMENDED PROMOTION TIMELINE

WHEN CONFIRMED

Announce participation and update your website.

TWO WEEKS BEFORE

Reveal your offer, open reservations, and email customers.

ONE WEEK BEFORE

Share behind-the-scenes content and verify every link.

DURING THE WEEK

Post consistently, reshare coverage, and make a final push.

THE CAMPAIGN CREATES DISCOVERY.
YOUR CHANNELS TURN IT INTO RESERVATIONS AND VISITS.

HOW TO MAXIMIZE YOUR VISIBILITY

The central campaign will introduce diners to West Midtown Restaurant Week, but active restaurant participation is what converts that awareness into reservations and visits. A few strong, well-timed actions are more valuable than a high volume of repetitive graphics.

CREATE CONTENT PEOPLE WANT TO SHARE

- Feature specific dishes, cocktails, pairings, and limited-time experiences.
- Introduce the chef, bartender, owner, or team behind the offer.
- Share preparation, plating, service, and behind-the-scenes moments.
- Include the offer, dates, participating hours, and reservation information.
- Prioritize short vertical videos and strong original photography.

USE INSTAGRAM COLLABORATION POSTS

- Accept Collaboration invitations from the campaign and partners promptly.
- Invite the campaign account to collaborate on your strongest original posts.
- Tag @westmidtownrestaurantweek in relevant posts and Stories.
- Use the campaign hashtags and location tags supplied in the toolkit.
- Reshare campaign, media, creator, and guest content.

REACH YOUR EXISTING CUSTOMERS

- Announce participation through email, social media, and your website.
- Add your offer and reservation link to your homepage or events section.
- Include Restaurant Week in newsletters and reservation confirmations.
- Update OpenTable, Resy, or other reservation platforms when possible.
- Send a reminder before the event and before the final weekend.

PROMOTE THE EXPERIENCE ON-SITE

- Use table tents, menu inserts, host-stand signage, or check-presenter cards.
- Brief hosts, servers, bartenders, managers, and reservation staff.
- Make sure the team can explain the offer, hours, availability, and reservations.
- Encourage guests to share their experience and tag the restaurant and campaign.

BE READY FOR MEDIA AND CREATOR OPPORTUNITIES

- Identify a spokesperson who can discuss the restaurant and its offer.
- Respond quickly to interview, tasting, photography, video, and scheduling requests.
- Keep high-resolution photography, menus, chef information, and restaurant background available.
- Alert public relations, corporate marketing, and property-management teams so they can amplify coverage.
- Opportunities cannot be guaranteed and may arise on short notice.

BEST USE OF EFFORT

One strong Reel, one clear offer post, a customer email, effective on-site promotion, and prompt acceptance of Collaboration invitations will generally create more impact than repeatedly posting the same campaign graphic.

STEP 4

DELIVER AN EXCEPTIONAL EXPERIENCE

Marketing brings diners to the door. The guest experience determines whether they return, recommend your restaurant, and share the event with others.

TRAIN EVERY STAFF MEMBER

Every employee who may interact with a guest must understand the Restaurant Week offer, including managers, hosts, reservation staff, servers, bartenders, kitchen staff, food runners, and anyone answering phone or online questions.

EVERY STAFF MEMBER SHOULD KNOW

- Event dates: September 20 through September 26
- Your participating days and service hours
- Whether the offer is available for lunch, dinner, or both
- The menu, price, choices, upgrades, and exclusions
- Whether tax, gratuity, and beverages are included
- Reservation and walk-in policies
- How to handle substitutions, sold-out items, and dietary requests

TRAIN EVERY SHIFT

- Create a one-page staff reference with all offer details.
- Add the offer to reservation notes and point-of-sale systems.
- Review it with front-of-house and back-of-house teams.
- Discuss it during every pre-shift meeting.
- Ask employees to explain the offer back to a manager.

KEEP INFORMATION CONSISTENT

Staff responses must match your website listing, menu, reservation platform, social media, and on-site materials. If anything changes, notify the campaign team, update every public channel, and brief every shift immediately.

DURING RESTAURANT WEEK

- Make the offer easy to understand and order.
- Monitor reservations, inventory, guest questions, and staff knowledge.
- Resolve confusion quickly and deliver consistent hospitality.
- Encourage future visits, reviews, and social sharing.

CRITICAL REQUIREMENT

Every staff member, on every participating shift, must be able to explain when the offer is available, what it includes, how much it costs, and how guests can reserve it.



FREQUENTLY ASKED QUESTIONS

Clear answers help restaurants plan accurately and deliver a consistent guest experience.

CAN WE OFFER LUNCH, DINNER, BRUNCH, OR ONLY CERTAIN DAYS?

Yes. Choose the days and service periods that fit your normal schedule, including remaining closed on days you do not typically operate. Once submitted, the offer must be available consistently during the published days and hours. Clearly reflect all limitations in your listing, menu, reservation platform, and staff communication.

DO WE HAVE TO OFFER A PRIX-FIXE MENU?

No. Multi-course menus, pairings, tastings, signature combinations, limited-time dishes, and other special experiences are welcome when the offer and value are clear.

CAN GUESTS ALSO ORDER FROM OUR REGULAR MENU?

Yes. The Restaurant Week offer may be available alongside your regular menu. Staff should understand how both menus are presented and ordered.

CAN WE LIMIT THE NUMBER OF RESTAURANT WEEK OFFERS AVAILABLE?

Yes, but limitations must be disclosed clearly. Notify the campaign team immediately if availability changes or the offer sells out.

ARE RESERVATIONS REQUIRED?

That is determined by each restaurant. Clearly state whether reservations are required, recommended, or optional, and provide the correct reservation link.

CAN BEVERAGES, UPGRADES, OR ADD-ONS BE INCLUDED?

Yes. Beverage pairings, cocktails, wine, premium upgrades, and optional additions are encouraged when pricing and terms are clearly stated.

HOW SHOULD TAX AND GRATUITY BE HANDLED?

Restaurants determine whether tax and gratuity are included. This information must be clearly stated on the menu and understood by all staff.

WHAT IF OUR MENU OR HOURS CHANGE?

Notify the campaign team immediately. Update your website, reservation platform, social media, printed materials, and staff. Outdated information creates guest frustration and reduces confidence in the restaurant and event.

WHAT HAPPENS IF AN ITEM SELLS OUT?

Prepare an appropriate substitution in advance. Managers, servers, hosts, reservation staff, and kitchen teams should understand what may be substituted and how to explain it.

DO WE NEED PROFESSIONAL PHOTOGRAPHY?

No. Strong phone photography and vertical video are useful when well lit, current, and representative of the experience. At least one horizontal image is required for your restaurant listing.

WILL EVERY RESTAURANT RECEIVE MEDIA OR CREATOR COVERAGE?

No. Opportunities depend on editorial interest, scheduling, location, and availability. Restaurants should respond quickly when opportunities arise.

HOW DO INSTAGRAM COLLABORATION POSTS WORK?

The event or a partner account may invite your restaurant as a collaborator. Accepting places the same post on both profiles and combines its likes, comments, and reach. To accept:

1. Open Instagram while logged into the restaurant account.
2. Tap the collaboration notification.
3. Open the post and tap Review.
4. Tap Accept.

The post will then appear on your restaurant's profile. Accept invitations promptly. A collaboration invitation does not provide access to your account or require your password.

DOES OUR ENTIRE STAFF NEED TO KNOW ABOUT THE OFFER?

Yes. Every staff member working a participating shift should understand the dates, service periods, menu, price, exclusions, reservation process, and common guest questions.

IS THERE A RESTAURANT PARTICIPATION FEE?

There is no participation fee for the 2026 event. Restaurants contribute through their offer, staff preparation, accurate materials, and active promotion.

QUESTIONS OR SUPPORT

Scott Cantrell, Communications Director | scott@livablebuckhead.org

PLANNING AT A GLANCE

PARTICIPANT TIMELINE

The campaign builds in stages. Meeting each deadline gives the team time to publish accurate listings, create promotional content, and prepare diners before September 20.

WORKSTREAM	AUG. 4–9	AUG. 10–16	AUG. 17–23	AUG. 24–30	AUG. 31– SEPT. 6	SEPT. 7–13	SEPT. 14–19	SEPT. 20–26	SEPT. 28– OCT. 9
YOUR RESTAURANT									
Register + submit core information									
Develop your offer									
Submit logo + photography									
Submit preliminary menu									
Review restaurant webpage									
Submit final menu									
Train all staff									
Promote participation									
CAMPAIGN SUPPORT									
Build + update restaurant listing									
PR, media + creator coordination									
Restaurant spotlights + social content									
Paid + partner promotion									
Event support + monitoring									
Post-event survey + follow-up									

KEY PARTICIPANT DEADLINES

SEPT. 1

Participation sign-up

SEPT. 10

Preliminary menu + visual assets

SEPT. 16

Final menu + corrections

SEPT. 20–26

West Midtown Restaurant Week

Dates shown are participant deadlines. Submit earlier whenever possible so corrections can be made before publication.

KEY DATES + NEXT STEPS

Use this page as your working checklist. Each milestone includes what your restaurant should complete and what the campaign team will do next.

NOW– SEPT. 1	SIGN UP + CORE INFORMATION RESTAURANT ACTION Complete the participation form at WestMidtownRestaurantWeek.com. Provide your restaurant name, address, primary contact, service periods, offer direction, reservation link, website, Instagram handle, and media availability. CAMPAIGN SUPPORT The campaign team begins your restaurant record, confirms missing information, and schedules the listing for production.
BY SEPT. 10	PRELIMINARY MENU + VISUAL ASSETS RESTAURANT ACTION Submit a preliminary menu as a PDF. If a designed menu is not ready, provide a written description of the offer, price, service period, restrictions, and exclusions. Include your logo and strong food, interior, or experience photography, including at least one horizontal hero image. CAMPAIGN SUPPORT The team builds your restaurant webpage and begins preparing promotional content. Preliminary offers may still be refined.
WEEK OF SEPT. 7	TOOLKIT + EARLY PROMOTION RESTAURANT ACTION Review the promotional toolkit, confirm the correct event handles and messaging, prepare your own social and email schedule, and begin save-the-date promotion. Brief managers and marketing or PR partners. CAMPAIGN SUPPORT The campaign begins restaurant introductions, partner amplification, media coordination, and early awareness messaging.
BY SEPT. 16	FINAL MENU + LISTING APPROVAL RESTAURANT ACTION Submit the final menu and immediately review your restaurant webpage. Confirm the offer, price, dates, service periods, address, reservation link, photography, and restrictions. Report corrections promptly. CAMPAIGN SUPPORT The team makes final website updates, locks promotional information, and uses the approved offer in campaign materials.
SEPT. 14–19	FULL PROMOTION + STAFF TRAINING RESTAURANT ACTION Publish your menu, promote consistently, accept Instagram collaboration invitations, and train every staff member on the dates, participating services, menu, price, substitutions, reservation process, and guest questions. CAMPAIGN SUPPORT The campaign increases paid, earned, partner, creator, social, and email promotion while directing diners to restaurant listings and reservation links.
SEPT. 20–26	WEST MIDTOWN RESTAURANT WEEK RESTAURANT ACTION Deliver the published offer consistently during your selected days and services. Keep hosts, servers, bartenders, managers, reservation staff, and kitchen teams aligned. Notify the campaign team immediately of material changes. CAMPAIGN SUPPORT The campaign provides daily promotion, media and creator support, restaurant amplification, website monitoring, and rapid corrections when needed.
SEPT. 28– OCT. 9	FOLLOW-UP + FEEDBACK RESTAURANT ACTION Complete the post-event survey. Share results, guest feedback, strong content, operational issues, and recommendations for future Restaurant Weeks. CAMPAIGN SUPPORT The team evaluates performance, documents lessons, collects campaign results, and identifies improvements for the next event.
ONGOING THROUGHOUT THE CAMPAIGN Monitor campaign emails, keep hours and reservation links accurate, respond promptly to media and content requests, promote participation through your own channels, and notify the campaign team immediately of material changes.	



WEST MIDTOWN

— RESTAURANT WEEK —

PRODUCED IN PARTNERSHIP

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A WEEK AT THE TABLE. IN WEST MIDTOWN.

Thank you for helping build an event that supports local restaurants, encourages discovery, and strengthens West Midtown as a dining destination.

WESTMIDTOWNRESTAURANTWEEK.COM

SEPTEMBER 20–26, 2026

