

Latino Restaurant Week

LONG BEACH CITY

SEPT 29 - OCT 5, 2024

Kick-Off Event on September 26, 2024

Presented by

Affluent Hispanic
PHILANTHROPIES

Powered by

Exquisitamente
10th ANNIVERSARY

PARTICIPANT RESTAURANT GUIDE



INTRODUCTION

Latino Restaurant Week LBC invites you to join us in celebrating **Hispanic Heritage Month!** As we highlight the rich tapestry of Latino cuisine and honor the achievements of **Latino-owned restaurants and chefs.**

Presented by **Affluent Hispanic Philanthropies'** Chefs in Philanthropy program, powered by **Exquisitamente** on its tenth anniversary, and produced by **Branding is Social Inc.**, this event showcases the profound contributions of Latino-owned restaurants and chefs to Long Beach's vibrant culinary scene.

EVENT DETAILS

- **Latino Restaurant Week LBC:** Sunday, September 29 to Saturday, October 5, 2024
- **Kick-Off Event:** Thursday, September 26, 2024
- **Participation Fee:** \$150.00
- **Deadline to Register:** Sunday, September 8, 2024
- **Menus Due by:** Thursday, September 12, 2024

REGISTER HERE





WHY PARTICIPATE IN LATINO RESTAURANT WEEK LBC

- The **Latino Restaurant Week LBC** initiative aims to accomplish several key objectives that make it a valuable opportunity:
- **Economic Support: Latino Restaurant Week LBC** bolsters the local restaurant industry by encouraging community dining. Latino-owned restaurants, which make up over 30% of Long Beach's restaurant businesses (Source: Long Beach Economic Development Department), play a crucial role in the city's economy and employ a diverse workforce that enriches the local labor market.
- **Cultural Celebration: Latino Restaurant Week LBC** highlights Long Beach's diverse culinary heritage. With Latinos making up about 40% of the population (Source: Long Beach Economic Development Department), the event showcases the rich flavors and traditions of Latino-owned restaurants, enhancing the city's reputation as a culinary destination.
- **Community Engagement: Latino Restaurant Week LBC** unites residents and visitors to enjoy Latino cuisine, fostering community bonds and cultural appreciation. According to a Visit Long Beach survey, 85% of respondents desire more events celebrating cultural diversity, highlighting the growing interest in local cultural events.



BENEFITS OF PARTICIPATE IN LATINO RESTAURANT WEEK LBC

- **Promotional Opportunities:** Participating restaurants in **Latino Restaurant Week LBC** will benefit from extensive promotional exposure, including significant media coverage and a comprehensive digital marketing campaign. Local events like these typically increase foot traffic by 30% for participating businesses, according to the Long Beach Business Journal. Our digital campaigns have previously reached over 100,000 impressions in the Long Beach area, enhancing your restaurant's visibility and attracting new customers. Past events have led to a 25% boost in restaurant sales during and after the event week.
- **As a Participating Restaurant, you will receive:** A dedicated menu page showcasing your approved menu(s). Your restaurant's logo, website, and contact details prominently featured on the menu page. This exposure not only highlights your unique offerings but also connects you with a broader audience eager to explore new dining experiences.
- You'll also receive a **FREE one-year General Membership** to the **Latino Restaurant Association (LRA)**, valued at \$299. The LRA promotes Latino restaurateurs and small businesses, providing networking, marketing, and efficiency improvement opportunities.



MENU INFO

Create an exceptional menu for **Latino Restaurant Week LBC**! Menus are the top reason diners choose a restaurant during the event.

- **Tip 1:** Offer Value by crafting a menu that provides great value. Diners are looking for incentives, so give them compelling reasons to visit your restaurant during the event.
- **Tip 2:** Consider social media appeal by designing your menu with Instagram and TikTok in mind. Eye-catching and beautifully presented dishes are more likely to be shared by diners, attracting more guests to your restaurant.
- **Tip 3:** Highlight signature and exclusive dishes by featuring your signature dishes or create exclusive items for the event. Use this opportunity to attract new guests and make their first visit memorable, encouraging them to return.

Don't have a menu? Use our handy **menu template:**

MENU TEMPLATE

Latino Restaurant Week LBC logo:

DOWNLOADABLE LOGO



MENU REQUIREMENTS

LUNCH OR DINNER PRIX FIX MENU SAMPLE

Your Latino Restaurant Week LBC price point

YOUR LOGO HERE

\$15, \$35, \$45, \$65+ PER PERSON
Not including tax and gratuity

Available for dine in every day between 11:30am - 5:30pm.

All guests at the table must participate.

FIRST COURSE
A choice of one

SECOND COURSE
A choice of one

THIRD COURSE
A choice of one



Your hours of availability

YOUR LOGO HERE

LATINO RESTAURANT WEEK LBC
September 29 to October 5, 2024

\$15, \$35, \$45, \$65+ PER PERSON
Not including tax and gratuity

LUNCH OR DINNER PRIX FIX MENU

Monday to Thursday 5PM to 10PM
Friday 5PM to 11PM
Saturday 4PM to 11PM
Sunday 4PM to 10PM

FIRST COURSE
A choice of one

SECOND COURSE
A choice of one

THIRD COURSE
A choice of one



Clearly state if entire table is required to order the Latino Restaurant Week LBC menu

MENU MUST:

- Fit on (1) single page
- Submitted as JPG, PNG, or PDF file

SUBMIT YOUR MENUS BY
Tuesday September 12, 2024



EVENT GUIDELINES

Elevate the diner experience during **Latino Restaurant Week LBC** to convert first timers into regulars. We want diners to have a great and consistent experience during this week.

LET'S TRAIN YOUR TEAM TO FOLLOW THE GUIDELINES:

1. The **Latino Restaurant Week LBC** menu must be presented to every diner during the event.
2. The **Latino Restaurant Week LBC** menu must be available during regular operating hours for lunch and dinner service.
3. The menu posted on **LatinoRestaurantWeekLBC.com** must be the same menu presented to diners during the event.



MARKETING TIPS

- Leverage all of your channels to get the word out that your restaurant is participating in **Latino Restaurant Week LBC**.
- Promote your participation in **Latino Restaurant Week LBC** on your website, social and in your newsletters.
- Tag your social posts with **@LatinoRestaurantWeekLBC** and use the hashtag **#LatinoRestaurantWeekLBC** to get on our radar.
- Include your social handles on your menus.

PROSPECT KICK-OFF EVENT VENUE PARTNER



Howard's Experience Center Long Beach Branch at Marina Pacifica Shopping Mall

Sponsored in part by





KICK-OFF EVENT AT-A-GLANCE

Event Details:

- Proposed Date: Thursday, September 26, 2024
- Proposed Time: 7:00 PM to 10:00 PM

Event Highlights:

- **Live Culinary Experience:** At the **Latino Restaurant Week LBC** Kick-Off Event, guests will enjoy live cooking sessions presented by 5 **Latino Restaurant Week LBC** participating restaurants. Attendees will savor exquisite hors d'oeuvres, gourmet delicacies, and expertly crafted cocktails and wines, experiencing the diverse flavors of Latino cuisine firsthand.
- **Entertainment:** Beats by DJ or live music entertainment.
- **Number of Attendees:** Up to 60+ or venue capacity by invitation only.
- **Guest Profile:** **Latino Restaurant Week LBC** participating chefs, VIP guests, government and local organization representatives, sponsors, media representatives, lifestyle influencers, digital content creators.

Want to enhance your participation and showcase your culinary delights at this event? Please let us know by Sunday, September 8, 2024. We'll provide additional information on how you can gain more visibility.

INVITED MEDIA FOR ATTENDANCE

More to be announced.



AFFLUENT HISPANIC PHILANTHROPIES' CHEFS IN PHILANTHROPY PROGRAM MEDIA SPOTLIGHT





**Affluent
Hispanic**
PHILANTHROPIES

A WORLD-CLASS FOUNDATION WITH INNOVATING WAYS TO GIVING FOR PHILANTHROPRENEURS

Affluent Hispanic Philanthropies, is a 501(c)(3) nonprofit organization based in the United States for public and charitable purposes and founded in 2017 by a group of individuals that share common and genuine interests to support other non-profits and our community, by working tirelessly to raise funds and resources as well as supporting causes and initiatives designed to protect the most vulnerable.

We at Affluent Hispanic Philanthropies hope to inspire, empower, and promote philanthropy through social integrated platforms with our values of integrity, compassion, and altruism.

In partnership with corporate donors, international and local charitable organizations, influential celebrities, brands, and high-profile executives, our vision is to promote high social impact projects and ultimately improve the lives of the communities we serve.

We encourage you to join us in our mission while creating an impact of kindness for our community focused programs.

- [Website](#)
- [Facebook](#)
- [Instagram](#)
- [Google](#)
- [Linktree](#)
- [Downloadable 2024 Presentation](#)
- [Initiatives Video Recap on YouTube](#)





Exquisitamente is a national lifestyle, gastronomy, media hub and live-action-experiences media platform since 2014.

Founded as a multimedia platform creating quality bilingual content in English and Spanish through digital campaigns, brand activations, consumer experiences, photoshoot tours, event coverage and social branding, focusing on an affluent audience with a refined palette.

Serving as a support to the gastronomy industry **Exquisitamente** has worked together with numerous philanthropic causes such as the AltaMed Foundation on their "AltaMed Food & Wine Festival" which took place in Los Angeles and Orange County. Serving as consultants for AltaMed, Exquisitamente has brought on board over 80 local participating restaurants and in the past international celebrity chefs including MasterChef Latino season one winner Sindy Lazo, Ingrid Hoffmann, Ana Quincoces, Doreen Colondres, Hamlet Garcia and Katsuji Tanabe, curating a pairing of their delicious cuisine along with 50 wineries from many wine regions in the world such as Napa Valley, Mexico, Spain and Argentina.

Working together with other philanthropic causes through **Affluent Hispanic Philanthropies** 501(c)(3) foundation and their **Chefs in Philanthropy Program**, **Exquisitamente** also develops their own initiatives that include restaurants, chefs, restaurateurs and winemakers.

In 2021 Exquisitamente launched their virtual series "**Exquisitamente** Wine Network - Where Wine meets Culture", a conversation with winemakers, highlighting their brands and how they are making a difference in their communities.

Recent brand partnerships include Ford Latino, Lincoln Motor Company, Delta Airlines, Visit Anaheim, NYC & Company, Topo Chico, Hispanic Kitchen, Maggi, La Lechera, Hornitos, Tapatío Hot Sauce, Del Frisco's Grille, Bodegas Puente de Rus, Michelin Guide California, Los Angeles Food & Wine Festival, Chica Restaurants by Lorena García, Food Network South Beach Wine & Food Festival, Food Network New York Food Wine & Food Festival, Los Angeles Times Food Bowl, Onni Group, Howard's Appliances, L'antica Pizzeria da Michele, Telefèric Barcelona Restaurant Group, among others.

- [Instagram](#)
- [Facebook](#)
- [Linktree](#)
- [Exquisitamente Recap](#)





BRANDING IS SOCIAL

Your Marketing Agency

Headquartered in Long Beach, California, **Branding is Social Inc.** brings eighteen years of expertise in partnering with prestigious clients across various sectors, including fine arts, hospitality, philanthropy, cultural institutions and automotive. We are dedicated to delivering measurable impacts through strategic marketing and PR.

At **Branding is Social Inc.**, we believe in the transformative power of storytelling through art and culture, recognizing fine arts as a cornerstone of human expression and societal enrichment. Our approach is grounded in transparency and excellence, reflecting our core values. We specialize in crafting compelling narratives and seamless client experiences. With bilingual capabilities, we enhance engagement through digital, social media, experiential marketing, and PR campaigns. Our robust media relations and crisis management ensure comprehensive solutions.

Driven by a mission to uncover unique brand stories, we consistently achieve outstanding results in marketing and PR. Our goal is to build enduring relationships based on trust, innovation, and excellence.

- [Website](#)
- [Instagram](#)
- [Facebook](#)
- [Google](#)
- [Downloadable Company Presentation](#)
- [Downloadable Brand Activation for Liquor, Wine and Spirits Industry](#)



Latino Restaurant Week

LONG BEACH CITY

Thank you for considering participation in **Latino Restaurant Week LBC** during **Hispanic Heritage Month**.
Join us in celebrating Latino cuisine, supporting local businesses, and creating memorable experiences for our community.

For more information on how your restaurant can get involved and to discuss participation details, please contact:



ROBERTO CARLOS LEMUS

Co-Founder and Board of Directors Member at

Affluent Hispanic Philanthropies

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