



PROGRAM FAQs

What is California Restaurant Month?

California Restaurant Month is a promotional initiative created in 2011 designed to encourage post-holiday travel to the Golden State during the month of January and to continue to position the state as the top culinary destination in the country.

When is California Restaurant Month?

California Restaurant Month takes place annually during the entire month of January.

Where does California Restaurant Month take place?

Dozens of destinations throughout the state take part in California Restaurant Month each year, each with its own group of participants, including restaurants, farms, breweries, wineries, etc.

What do restaurants offer during California Restaurant Month?

Each destination's local Restaurant Month offer will be unique to their destination. Culinary programming could include:

- **Restaurant week programs** with themed menus focused on seasonality, special ingredients, signature dishes, or local fare
- **A series of culinary experiences** such as winemaker, brewer, forager, or slow food events, VIP Tours, etc
- **Food festivals** and related ancillary programming

Who can be included in the promotion?

Participating destinations will celebrate restaurants and local talent, including agricultural producers, farmers' markets, breweries, wineries, food tours and much more through unique culinary programming.

How can I join California Restaurant Month?

The California Restaurant Month program partners directly with local DMOs. These destination partners create their own Restaurant Week or Restaurant Month events and recruit restaurants and culinary partners directly. Interested participants should contact their local organizations for more information on how they can become involved.

Our destination will be hosting a Restaurant Week, but we'd like to invite other partners to expand on this with individual events. Is this possible?

Yes, of course! Please encourage your local culinary partners to get creative with unique events or opportunities to supplement your programming. In addition to enjoying the Restaurant Week deals, these events will provide visitors with even more reasons to wine & dine in California throughout the month of January.

What types of events outside of Restaurant Week can we host?

Help us tell your region's culinary story on a global stage, whether it's a special chef event with a local celebrity chef, behind-the-scenes farmers' market tours, food and produce tours, progressive dinners led by local tour companies or winemaker tastings. California Restaurant Month is an opportunity for visitors and foodies to start the New Year off right by experiencing the diverse culinary landscape of the Golden State.

How will California Restaurant Month be promoted?

California Restaurant Month support includes:

- A dedicated Web page at DineinCA.com, listing the California Restaurant Month programming taking place throughout the state including offers details, and reciprocal links to destination Web sites
- Strategic social media and online marketing efforts including dedicated Facebook, Twitter and Instagram posts featuring destination details, as well as collaborations with social influencers
- Targeted PR outreach to national and regional media promoting California Restaurant Month and culinary experiences throughout the state.

How does a visitor take advantage of California Restaurant Month? Where do they go for more information?

Visitors can go to DineinCA.com to see which destinations are participating and for direct links to their local Web sites for offer details, events and participating restaurants. Reservations for individual restaurants are recommended as these programs tend to be popular and fill up quickly.