

JULY



2026

BUCKHEAD

— Restaurant Week —

Presented by Livable Buckhead

July 27 - August 1, 2026

Mark your calendars for a journey of taste and discovery with Buckhead Restaurant Week

Countdown To Buckhead Restaurant Week

2026

Buckhead Restaurant Week Participation Guide



BuckheadRestaurantWeek.com





Welcome to Buckhead Restaurant Week

Event Dates: July 27 – August 1 2026

Optional Sunday Service: July 26 Dinner (early launch)

Location: Participating Restaurants Throughout Buckhead

Hosted by: Livable Buckhead

Buckhead Restaurant Week returns for our third year at a key moment for the district. Following the energy and increased visitation surrounding the 2026 World Cup, this is an opportunity to sustain that momentum and convert it into restaurant traffic, local buzz, and lasting visibility.

Presented by Livable Buckhead, this week-long event highlights one of Atlanta's most dynamic dining scenes while driving new and returning customers into participating restaurants and amplifying exposure across digital and print media.

Last year's campaign delivered:

- 51 participating restaurants, including 19 new
- 22,000+ website users and 414,000+ interactions
- 240,000+ digital ad impressions and 6,000+ engagements
- 805 million+ media impressions
- Nearly 400,000 influencer reach

Participation is flexible. Restaurants can offer lunch, dinner, or both, with options ranging from prix-fixe menus to limited-time dishes or curated pairings that showcase what makes each concept unique. This guide walks you through the process from sign-up to wrap-up with clarity and ease.



STEP 1: Sign Up to Participate

Deadline: June 15, 2026

What You'll Submit:

- Restaurant name and contact info
- Confirmation of participation in lunch, dinner or both
- Buckhead Restaurant Week offering and menus if available (these can be sent a later date if they are not ready at time of sign-up)
- Logo and 3 medium to high-resolution images
- Indicate if you'll offer optional Sunday service on July 26
- Reservations link

How to Sign Up:

Complete the short form on the website at the link below. In the next day or so, you'll receive a confirmation email letting you know we've received your sign-up.

buckheadrestaurantweek.com/restaurant-sign-up/

As part of the sign-up process, you'll submit your restaurant's logo, some promo photos, and a short description of both your restaurant and Buckhead Restaurant Week offering. These will be used to create your personalized Buckhead Restaurant Week webpage.

Once your page is created, you'll receive a link to confirm all the information is correct, or make any changes necessary.

STEP 2: Design Your Buckhead Restaurant Week Offer

We've designed Buckhead Restaurant Week to be flexible so you can showcase your restaurant in the way that works best for your kitchen, your team, and your guests.

You are not limited to a traditional prix-fixe menu — although that's certainly welcome. You can also offer creative specials, pairing menus, or unique tasting experiences. The goal is to feature your restaurant's best aspects and create something memorable that draws diners in.

Popular Options Include:

Prix-Fixe Menus

- Curated multi-course experiences at a set price point for lunch, dinner, or both.

Restaurant Week–Only Specials

- Signature dishes, seasonal features, or limited-edition items available exclusively during the event.

Cocktail + Entrée Combos

- Highlight a house favorite or a new drink pairing with your featured entrée.

Tasting Flights or Shareable Platters

- Offer small plates, tapas-style dining, or multi-item pairings to engage adventurous eaters.

Dessert-Driven Menus or Add-Ons

- Spotlight your pastry program with a sweet finish or bonus dessert included with entrée purchase.

A Few Things to Keep in Mind:

- Your offering should feel like a great value — but that doesn't mean deep discounts. It's about creating an experience that feels special and worth talking about.
- Menus should be easy to execute for your team during standard service hours.

STEP 3: Promote Your Participation

Buckhead Restaurant Week includes a robust, professionally managed marketing campaign driven by Livable Buckhead. We'll handle a broad promotional push across digital, print, social media, email, and press — designed to drive awareness city and region wide. But the restaurants that see the biggest results are those that actively promote their own participation as well.

To get the most out of the event, we strongly encourage you to supplement our campaign with your own outreach — activating your audience and reinforcing your unique value.

What Livable Buckhead Will Provide

As an official participant, your restaurant will be included in:

- **A Professionally Managed Digital + Print Campaign:** Led in partnership with RoughDraft Atlanta and Business Wire Southeast, with regional press coverage, print ads, email newsletters, and digital banner placements.
- **Custom Restaurant Week Website:** Your menu, description, and photos will be featured on the central Buckhead Restaurant Week website with links to your reservation platform.
- **Social Media Promotion:** Dedicated spotlights on @LivableBuckhead's and @BuckheadRestaurantWeek's Instagram, Facebook channels. We'll reshare your content and highlight your story.
- **Influencer + Blogger Outreach:** We'll coordinate with Atlanta-based food creators for media tastings and social coverage throughout the campaign.
- **Email Campaigns to Our Community List:** Buckhead Restaurant Week will be prominently featured in targeted eblasts sent to 25,000 subscribers.
- **Promotional Toolkit:** You'll receive branded graphics, logos, hashtag guidelines, and printable templates for flyers and inserts to use in your own marketing.

What You Can Do to Maximize Visibility

Leverage Your Own Marketing Channels

Social Media: Share your Restaurant Week menu, feature dishes, chef highlights, behind-the-scenes prep, and video content. Be sure to tag @LivableBuckhead and @BuckheadRestaurantWeek, and use #BuckheadEats so we can share and engage.

Email Campaigns: Promote your participation to your own list. Send a dedicated email or include a section in your regular newsletter. Make it easy to preview the menu and make a reservation.

Website Updates: Add a section or banner to your homepage with a link to your Restaurant Week menu. Mention the event in any reservation tools like OpenTable or Resy.

Promote On-Site

Printed Materials: Use table tents, check presenters, or printed menu inserts to promote your special offer to current guests.

Hostess Stand Signage: A small flyer or acrylic display at the entrance or hostess stand encourages repeat visits.

Staff Communication: Train hosts and servers to mention your Restaurant Week offerings when interacting with guests — particularly those booking return reservations or dining in early July.

Engage Media and Influencers

Work With Your PR Team: If you have public relations support, let them know you're participating. Encourage them to pitch your Restaurant Week menu to local media and bloggers.

Host a Preview or Tasting: Invite content creators or food writers for an exclusive look at your featured menu. Livable Buckhead can assist with outreach coordination.

Extend the Experience: Consider offering a preview night, Sunday dinner service on July 20, or a special themed event tied to your Restaurant Week offering. Add a giveaway or dining incentive — we're happy to include promotions in our email and social media calendar.

STEP 4: Deliver an Exceptional Experience

Buckhead Restaurant Week is your chance to shine. Whether it's someone's first visit or their tenth, make it memorable so they come back again and again.

Service Dates

Official dates are July 27 - August 1, but you can also opt to offer your special menu at dinner on Sunday, July 26. Just let us know so we can promote accordingly.

Tips for a Great Experience

- Train your staff so they can confidently talk about the menu.
- Focus on presentation and hospitality — details matter.
- Encourage sharing — reshare guest photos and tag @livablebuckhead and @buckheadrestaurantweek.
- Collect email addresses to follow up and invite guests back.
- Promote a return visit with a loyalty offer or personal invite.



STEP 5: Wrap-Up & Stay Connected

After the event, keep the momentum going.

What Livable Buckhead Will Deliver

Following the event, every participating restaurant will receive a comprehensive post-event breakdown designed to clearly show impact and value.

- Post-event thank-you communication to all participating restaurants
- Social media recap highlighting standout dishes and diner moments
- Survey to gather feedback from both restaurants and guests
- Detailed impact reports with data, photography, and testimonials, structured for easy use by your PR and marketing teams
- Full media recap in partnership with RoughDraft Atlanta and Business Wire

These reports mirror the depth and clarity of previous deliverables, including district-wide visibility reporting, restaurant-specific performance summaries, and comprehensive stakeholder insights, ensuring you have tangible, shareable results from your participation.

What You Can Do

- Share your favorite guest photos and reviews
- Post a “thank you” message to your diners
- Complete the feedback survey to help us improve next year
- Stay in touch — we’ll invite you early to be part of 2027

Let’s build on last year’s success and make Buckhead Restaurant Week even better in the future.



FAQs for First-Time Participants

Q: Can we offer just lunch or just dinner?

- Yes. You can offer either or both, depending on your hours and staffing.

Q: Is Sunday service required?

- No, but restaurants may opt in to offer early (July 26) Sunday dinner menus for added exposure.

Q: Can we include our regular menu too?

- Yes. The Buckhead Restaurant Week experience is offered alongside your regular menu to allow flexibility for diners.

Q: Do we need professional photos?

- High-quality phone photos are acceptable — clean lighting and appealing presentation go a long way.

Q: Are there fees to participate?

- No. Livable Buckhead funds the promotional campaign. Your only investment is in delivering a memorable dining experience. If you appreciate the work we do, consider becoming a member, sponsor or making a donation.



Questions or Support?

We're here to make this a seamless and successful experience for you. For questions, menu submissions, or marketing support, contact:

Scott Cantrell, Communications Director
scott@livablebuckhead.org

Participant Timeline & Key Dates

Event Dates: July 27 – August 1, 2026

Important Dates & Deadlines

Now – June 5:

- Register to participate in Buckhead Restaurant Week 2026

Now - July 17:

- Submit menu and promotional offer for inclusion in marketing materials

Week of June 22:

- Receive marketing kit including social media graphics and on-site signage templates

June 29 – July 10:

- Share “Save the Date” content on social media and in newsletters

July 16 – August 1

- Launch full social media promotion and encourage customer engagement

July 26 – August 1

- Buckhead Restaurant Week is live – welcome guests, engage with influencers, and support contests

August 3 – August 14:

- Complete the post-event survey and provide feedback to Livable Buckhead

Ongoing Responsibilities

- Monitor email communications from Livable Buckhead for campaign updates and materials
- Share content using designated hashtags and promote participation across your platforms
- Encourage guests to tag your restaurant and participate in promotions
- Respond to influencer outreach and reshare tagged content



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BuckheadRestaurantWeek.com



About Livable Buckhead

Livable Buckhead is a community-led, donor-supported organization focused on enhancing mobility, placemaking, and economic vitality in the district.

Buckhead Restaurant Week is one of the ways Livable Buckhead brings that mission to life, supporting local restaurants, driving visitation, and positioning Buckhead as one of Atlanta's leading dining destinations.

LivableBuckhead.org