



Date: July 28 2017

Invitation to Join Crabalicious

We are delighted to announce that we will select 80 restaurants to join the Crabalicious campaign, one of the highlighted campaigns in the Hong Kong Great November Feast. Selected restaurants will prepare a Tasting Menu that focuses on Crab as an ingredient, and which FeedMe Guru will promote jointly in the digital platforms such as FeedMe Guru's app and web page.

Campaign Objectives

- Increase your restaurant's exposure and prestige to both the local and overseas market
- Stimulate local and tourist spending
- Promote Hong Kong as a Food Capital

Restaurant's Commitment

- Create an exclusive Tasting Menu that focuses on crab as an ingredient, recommended more than half of the courses related to crab
- Dinner menu is a must, can also come with lunch menu
- Hotel restaurants shall offer dinner menu of either \$500-\$1200 per head or \$1200 or above.
- All bookings shall be done through the FeedMe Guru platform.
- There is no up-front fee to join this campaign, FeedMe Guru will take commission on the total bill of successful transactions.

Assessment Criteria

- Feedme Guru and the HKTB will review the applications based on
 1. Attractiveness of menu
 2. Value for money
 3. Personality and comfort of the restaurant and its setting
 4. Service
 5. Uniqueness of any kind

Schedule and Important Dates

Present	Restaurants state their interest in joining this campaign by contacting FeedMe Guru
Aug	Restaurants submit their Tasting Menus to FeedMe Guru
Aug	Shortlisted restaurants are announced
Aug	Restaurants confirm their participation and agree with the terms and conditions
Late Aug	Photo shooting by FeedMe Guru and submission of key information by restaurants
Oct 1	Launch online booking system
Entire Oct	PR and marketing promotions
Entire Nov	Great November Feast



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Promotional Channels

- Press releases to local and overseas F&B and lifestyle media by FeedMe Guru and the HKTB
- Media and Blogger Tastings hosted by FeedMe Guru
- Digital Promotions Through Social Media and Search Engine Marketing (SEM)
- Offline Promotions Through various printed channels

Don't miss this opportunity! Contact Mr Kelvin Lam | Kelvin@FeedMeGuru.com | +852 63919212 for more details.

For examples of similar campaigns, please click here see our most recent campaign including the [Savouring Art Campaign](#) with LKF Group, [Le French GourMay](#) with the Le French GourMay team, and [Flavours of Spain](#) with the Spanish Chef Association.

We look forward to receiving your reply soon.

Best Regards,
FeedMe Guru