



April 2016 Chef and Server Guide

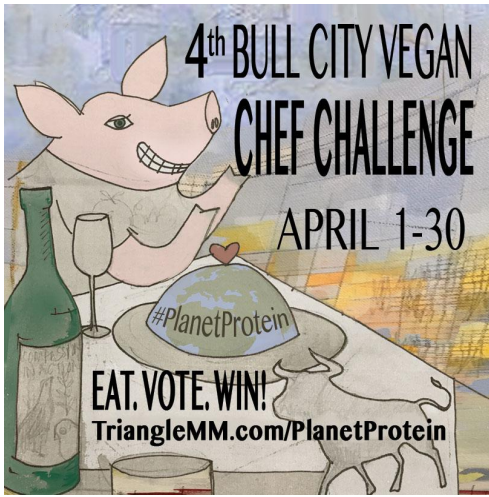
Congratulations!

Your restaurant is competing in the 4th Bull City Vegan Challenge with the theme #planetprotein. We put together a guide to help you win -- Good luck!

In a nutshell, your restaurant and 14 others created an entirely vegan dish (and dessert in many cases) inspired by protein and earth day. During the entire month of April, guests order your dish, then vote on the best in several categories (see below). In order to win, your customers will need to know about the dish. This is where your entire restaurant team comes in.

How it works (it's easy) in 4 steps:

- 1. Your Participating Dish(es):** Vegan Sausage biscuit with a spicy tomato and pepper jam
- 2. Promote:** We supplied you with **handbills** about the challenge and **posters**. Have your servers present your vegan challenge dish as a "special" -- for instance "***We are participating in the 4th Bull City Chef Challenge with 14 other restaurants. Try it and vote for it as your favorite at TriangleMM.com/PlanetProtein and you can win a prize.***"
- 3. Share "Passports":** Passports = prize for visiting 10+ restaurants. Insert the special business-card sized "passport" in the check holder or by the register so your customer can earn a prize for visiting your restaurant and 9 others **and remember to vote for you!**
Limited quantity.
- 4. WIN?** *You're invited to the after-party!* On May 7th at Ponysaurus from 4-7 pm we will announce the winning restaurants in several categories:
 - **Friendliest servers**
 - **Best promo by restaurant**
 - **Best overall entree**
 - **Best dessert**
 - **Best appetizer**
 - **Best use of #planetprotein theme**
 - **Three best dishes to keep on menus after Challenge**



You can promote the contest to your customers online, too!

The easiest way is to simply “share” our [@bullcityvegan](#) posts and tag them [#planetprotein](#):

www.facebook.com/bullcityvegan

www.twitter.com/bullcityvegan

www.instagram.com/bullcityvegan

You can also create your own posts – here are some suggested tweets/posts:

Facebook:

- Have you seen our competing [@bullcityvegan](#) [#planetprotein](#) dish? *{insert photo or link to photo <http://trianglemm.com/planetprotein/restaurants/>}*. Don't forget to order in April and VOTE!
- Have you tried our competing [@bullcityvegan](#) dish, {name of dish}? Vote for it here! April only. www.trianglemm.com/planetprotein [#planetprotein](#)
- What do you think of our dish? *{insert photo or link to photo <http://trianglemm.com/planetprotein/restaurants/>}*. Vote! www.trianglemm.com/planetprotein [#planetprotein](#)

Suggested Tweets:

- Yep, we are competing in the 4th [@Bullcityvegan](#) chef challenge w/14 others. Try our dish this April! www.trianglemm.com/planetprotein [#planetprotein](#)
- Try our competing dish {name of dish} and vote for it if you agree it's the best! www.TriangleMM.com/PlanetProtein [@bullcityvegan](#)
- We are rocking the [#planetprotein](#) [@bullcityvegan](#) challenge – try our competing dish, {name of dish} and vote for it if you agree! www.triangleMM.com/planetprotein

You can also include a photo of your dish to further tempt your customers into trying your competition creation!

We are here to answer any questions you have and appreciate all of your time and energy. We hope even more people find you through this Challenge.

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