



COMO Restaurant Week is a 10-day, high-profile collaborative event, extensively promoted through a comprehensive marketing campaign spanning paid and earned media, a strong digital presence with paid boosts, and widespread print materials including guidebooks, posters, lamppost banners, and sidewalk decals.

CRW 2025 - Participant Guidelines

The aim of COMO Restaurant Week is to showcase the best of what your restaurant has to offer, to encourage first time diners to your establishment and, through providing a memorable experience, give them a reason to come back.

CRW is open to table service and counter service restaurants who have a business license to operate as such within the city limits of Columbia Missouri.

Your COMO Restaurant Week menu should reflect these values.

To participate in COMO Restaurant Week restaurants must:

- Be an existing table-service restaurant

- Be located in the City of Columbia
- Possess a current Public Health Inspection with no outstanding critical violations
- Demonstrate that the average price of a three-course meal from the restaurant's regular dinner menu meet the minimum requirement as listed in the Price Point Categories table below
- Agree to meet the terms and conditions of participation, including but not limited to program and prix fixe menu details and determination of price point category and social media posting agreement.

For Multiple Location Restaurants

Restaurants with multiple locations of the same name and menu (i.e., a chain) are eligible to apply for consideration to participate with one location only (unless an exemption is sought).

Prix Fixe Menus

We strongly recommend that restaurants provide multiple choices for each course offered on their menu, this will encourage patrons to visit multiple times during restaurant week and also showcase a wider variety of your dishes.

Price Point Categories	Minimum Requirements for Regular Menu Average Price Point for a two-course meal (lunch) or a three-course meal (dinner)
\$20 Lunch/\$30 Dinner	< \$30 Lunch / < \$40 Dinner
\$25 Lunch/\$40 Dinner	\$30-35 Lunch/ \$40-55 Dinner
\$30 Lunch/\$50 Dinner	> \$35 Lunch/ > \$55 Dinner

Price Point Guidelines

Both lunch and dinner menu options are for a fixed price (Prix Fixe) menu. Lunch must be 2 course and dinner must be 3 courses. Items on each restaurant's Prix Fixe menu do not have to be on their regular menu (although they can be) but should be similar in style and size to normally available items.

Determining Price Point Category

The price point category for the prix fixe menu will be determined by the average price of a three-course meal from a restaurant's regular dinner menu at the time of application.

Based on the average, the restaurant will be assigned a program price point category, using the dinner price, that is less than their average three-course meal from their regular dinner menu at the time of application, and also meets the requirements for a competitive value offering. For calculating the average, do not use a check average which yields different results than a mathematical average.

CounterCulture

Cafes and counter service restaurants may participate in CRW's CounterCulture category.

Price Point Categories (CounterCulture Only)	Individually Priced Value Equivalent (CounterCulture Only)
\$10	\$12
\$15	\$18

Coffee only participants may offer a flight or flight and pastry combination.

Let's get social!

All participant restaurants must make a minimum of four posts on each of their Facebook and Instagram accounts. You will be provided with branded templates to use which will allow you to add photos of your food/establishment. You will also be provided with instructions on how to add meta tags and details of when these posts must go out.

Menu Deadline

Your restaurant prix fixe menu must be submitted no later than June 13th (please no exceptions!).