



powered by **BOOMERANG**



## Restaurant Informational Packet

Examples, Benefits, and Solutions  
2017



# Restaurant Benefits

---

- New marketing opportunity - Reach hotel guests directly!
- Grow your customer base - fill more seats on weekdays and weekends
- Join one of the fastest growing dining resource, reaching more of the dining public every day
- Gain crucial exposure against competing restaurants
- Creation of a custom web page for your restaurant, maintained and displayed within the Virtual Concierge Network
- Opportunity for your restaurant to be featured within our system and on our Twitter, Facebook, Instagram, and Pinterest accounts
- Low annual fee; no monthly fees or additional costs for updates!



[www.VirtualRestaurantConcierge.com](http://www.VirtualRestaurantConcierge.com)



# Restaurant Promotion

---

## Challenges in Today's Market

- High costs and effort to maintain up-to-date information (menus, photos, specials, etc.)
- Competing sites may include biased or non-credible user reviews that drive search results. Reviews are often biased and only written with extreme satisfaction or dissatisfaction
- Most search tools have outdated or inaccurate information (old menus, hours of operation, contact information, and even restaurants that have closed)
- Restaurants focus on their food and have little time or resources to focus on promotion
- Many sites limit users to basic searches such as type of cuisine or location only
- Let the VRC and our team handle marketing and promotion for you!



[www.VirtualRestaurantConcierge.com](http://www.VirtualRestaurantConcierge.com)



# Restaurant Promotion

---

Featured in select hotels, including:



## VRC Solutions


- Direct exposure to showcase your restaurant to an exclusive dining customer base at hotels and via the Boomerang's exclusive dining discovery platform
- Unbiased informational page – just the facts - no biased user reviews
- Unmatched search utility that allows users to find exactly what they want, with detailed restaurant information. Increases restaurant visibility
- Social media promotion that can direct users to your restaurants website or social media pages
- Constantly updated information - menus, specials, hours changed upon request
- Included picture slideshows that highlight your restaurant and dining experience



[www.VirtualRestaurantConcierge.com](http://www.VirtualRestaurantConcierge.com)




# VRC Restaurant Page





Discover  
Cuisine Search  
Hotel Information  
Help


← →


Switch Concierge

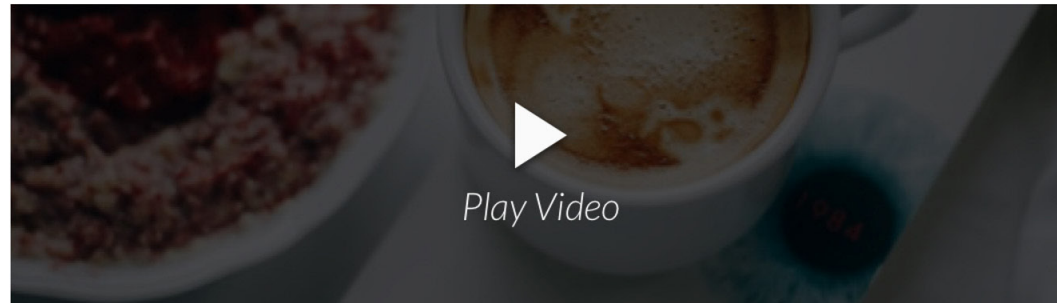
  
**Restaurants**  
(Current)

  
 Wineries

  
 Entertainment

  
2355 N Main Street  
Walnut Creek, CA 94596

  
**Hotel Info**



Play Video



## *Flemings Steakhouse*

American Cuisine, Steakhouse, High End Dining  
SAN FRANCISCO, CA | 0.61mi

★ 9/10 Rating

### When they're open

Monday - Friday 11:30am - 10:00pm  
 Saturday 09:00am - 09:00pm  
 Sunday Closed

### Things To Know

Dine In • Takeout • Good for Groups  
 Category Three • Category Four  
 Category 5 • Category 6 • Category 7  
 Category Eight • Category 9 • Quiet Spot

### Reservations

Not Accepted

### Meals Served

Lunch, Dinner

### Parking

Parking Lot

### How to dress

Casual

### Alcohol Policy

Wine, BYOB

### Notable Awards

 **OpenTable** "Diner's Choice Winner"

 **tripadvisor** "Certificate of Excellence Winner"



**Flemings Steakhouse**  
 123 Address Way  
 San Francisco, CA 98765

(415) 788-8908

[Watch Our Video](#)

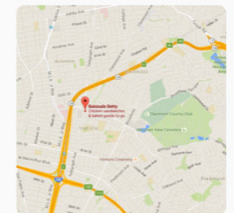
 **Information**

 **Menu**

 **Gallery**

 **Directions**


Text VRC to 6783  
 for directions



www.VirtualRestaurantConcierge.com



# VRC Search Results



**Discover**

**Cuisine Search**


**Hotel Information**

**Help**


---

←
→


**Switch Concierge**



**Restaurants**  
(Current)




**Wineries**




**Entertainment**

---



2355 N Main Street  
Walnut Creek, CA 94596



**Hotel Info**

Showing 455 Results in Walnut Creek

☰ LIST VIEW
📍 MAP VIEW

☆ Sponsored in your area



**Getty Coffee**    \$\$ | 0.61mi

---

*Coffee, Pastries, Cafe, Sandwiches*  
Open 2pm - 10pm Daily  
SAN FRANCISCO, CA    ★ 4/10

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipisicing elit. ➤



**Eric's Le Bus**    \$\$ | 0.61mi

---

*Coffee, Pastries, Cafe, Sandwiches*  
Open 2pm - 10pm Daily  
SAN FRANCISCO, CA    ★ 4/10

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipisicing elit. ➤

Search Results




**Matherson Market**    \$\$ | 0.61mi

---

*Coffee, Pastries, Cafe, Sandwiches*  
Open 2pm - 10pm Daily  
SAN FRANCISCO, CA    ★ 4/10

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipisicing elit. ➤



**WC Ice Cream**    \$\$ | 0.61mi

---

*Coffee, Pastries, Cafe, Sandwiches*

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea ➤

**Sort By Price**

\$ (\$10 and under)

\$\$ (\$20 and under)

\$\$\$ (\$30 and under)

**Sort By Ranking**

Best Match

Closest To Me

Highest Ranked

Open Right Now

**Sort By Specials**

Happy Hour

Hot Right Now

Offering Deals

REFINE SEARCH

# Additional Info

---

## Website

[www.VirtualRestaurantConcierge.com](http://www.VirtualRestaurantConcierge.com)

## Contact Info



**Jim Cibelli**  
VP of Sales and Marketing  
[jcibelli@boomerangdining.com](mailto:jcibelli@boomerangdining.com)

C 609-619-2590  
O 888-522-1342  
F 609-482-4830

311 Hawthorne Place  
Lawrenceville, NJ 08648



[www.VirtualRestaurantConcierge.com](http://www.VirtualRestaurantConcierge.com)

