



MARKETING GUIDE



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- Two silver spoons are positioned diagonally across the frame, resting on a red fabric with a white geometric pattern. The spoons are highly reflective, showing highlights and shadows. The background is slightly blurred, emphasizing the spoons.
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This program, created and managed by Arkansas Heritage, is a statewide effort to honor the state's food history and culture.

Things to keep in mind:

- The program is free and honorary.
- Each of the five categories have different qualifications, so there's a "recipe" for recognition for everyone.
- The program is based on public nominations which then go to the committee that determines the finalists and winners.

2022-2023 Timeline

- **September** - Nominees should begin preparing for promotion
- **October** - Nomination period
- **January** - Announcement of finalists
- **March** - Announcement of winners

ABOUT US

CATEGORIES

Arkansas's state motto is *Regnat Populus*, which is Latin for "the people rule," and that's certainly true when it comes to the Arkansas Food Hall of Fame.

It starts with nominations from the public for their food favorites in five categories:



2022 FHOF WINNER

Food Hall of Fame - Eligible restaurants must be owned and operated in Arkansas and have been in business for at least 25 years.

Proprietor of the Year - Presented annually and designed to honor a chef, cook and/or restaurant owner in Arkansas who has made significant achievements in the food industry. Candidate's restaurant must be owned in Arkansas and have been in operation in the state for at least one year.

Food-Themed Event - The event/festival must be held annually in Arkansas, and it must have been in existence for five years or more.

Gone But Not Forgotten - Honors the collective culinary legacy of a once-and-always influential Arkansas restaurant that has since ceased operations.

People's Choice - To be eligible, nominees must be Arkansas-owned and operated and have been in business for at least one year.

WHAT YOU WIN . . .



Arkansas Food Hall of Fame Winner decal going into the window of the Ohio Club. Photo courtesy of the Arkansas Democrat-Gazette.

- Nominees receive a letter and decal to place in their place of business.
- Finalists receive a certificate, decal, and letter and are invited to attend the winner announcement ceremony.
- Winners receive a framed Food Hall of Fame plate, a certificate, decal and letter.
- All nominees, finalists and winners are recognized in the Food Hall of Fame registry on our website; finalists and winners are also added to our Food Hall of Fame app.

. . . BRAGGING RIGHTS



PROMOTION

USE SOCIAL MEDIA

Create posts using our templates at ArkansasHeritage.com/afhof-home

EMAIL MARKETING

Do you have an email list? Send out a note encouraging recipients to nominate you at ArkFoodHOF.com.

LOCAL MEDIA

Know someone at your local newspaper or radio station? Get on their radar and see if they'll share your story.

IN-HOUSE PROMOTION

Place signs on windows, doors and tables and flyers by the cash register to encourage nominations.



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website: ArkFoodHOF.com

GOOD LUCK!



Questions?
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