



PLANNING & MARKETING GUIDE



TABLE OF CONTENTS

- 
- 01 ABOUT US
02 CATEGORIES
03 WHAT YOU WIN
04 PROMOTION
05 SAMPLES



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.

- **September** - Restaurants should begin preparing for promotion
- **October** - Nomination period open
- **January** - Announcement of finalists
- **February** - 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:



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...



This photo from the Arkansas Democrat-Gazette of the decal going into the window of the Ohio Club.

- Nominees receive a letter and decal to place in their place of business.
- Finalists receive certificates, decals, letters 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



NOMINATE US

ArkFoodHOF.com



NOMINATE US



ArkFoodHOF.com



NOMINATE US



ArkFoodHOF.com



PROMOTION

USE SOCIAL MEDIA

Create posts using our templates or your own creations. Add in images of your restaurant, chef, food or event.

EMAIL MARKETING

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

LOCAL MEDIA

Know someone at the paper? Local radio station? Get on their radar and see if they'll share your story.

IN-HOUSE SIGNAGE

Place signs on the tables and by the cash register to encourage nominating.





#20479E



#FFB72A

Headline Font = Lato Bold

Copy Font = Lato

website: ArkFoodHOF.com

GOOD LUCK!



Questions?
info@arkansasheritage.com

