



How to Do a Food-Sampling Event (for a restaurant)



Tempt 'Em with Taste!

Bring in new customers or entice regulars to try vegan food.

- 1. Offer a restaurant a unique opportunity to publicize their new vegan fare.**
The restaurant provides the samples, and you provide the marketing.
- 2. Determine the vegan item(s) to be featured, also how and when they will be presented.**
- 3. Get at least two outgoing volunteers to give out samples.**
- 4. Pick a good spot just outside the venue to attract people.**
- 5. Offer delicious samples with a smile.** Engage in good conversation about the restaurant and the new vegan item(s), such as hours, price, and ingredients.

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