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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