August 2026
Edition 1

Welcome to Aberdeenshire Restaurant Week 2026

A Bigger Bite. A Bigger Buzz. A Bigger Celebration.

Hello and welcome!

After two hugely successful years of showcasing the very best of Aberdeenshire's food and drink scene, we are delighted to announce that **Aberdeenshire Restaurant Weeks return from 2nd to 15th November 2026**.

What began as an exciting new initiative has quickly become one of the region's most anticipated culinary events, bringing together local restaurants, cafés, bars, hotels and food lovers in a celebration of outstanding hospitality, exceptional produce and unforgettable dining experiences.

In 2026, we're inviting businesses and diners alike to be part of an event that continues to grow in ambition, reach and impact.

Why Aberdeenshire Restaurant Week Matters

- Restaurant Week is about far more than fantastic food.
- It's about supporting local businesses during a traditionally quieter trading period.
- It's about encouraging residents and visitors to discover somewhere new.
- It's about creating reasons for people to explore our towns, villages and communities.
- And it's about shining a spotlight on the passionate people who make Aberdeenshire one of Scotland's great food destinations.

Every booking helps strengthen our local economy, supports jobs and contributes to thriving communities across the region.

A Proven Success Story

The results from previous years demonstrate just how valuable Restaurant Weeks have become:

- More than 70 venues have taken part every year
- Thousands of diners have enjoyed special menus and exclusive offers
- Over 30,000 visits were made to the Restaurant Week website
- More than 1400 subscribers have joined the mailing list
- Over half of participating diners visited somewhere new
- Nearly one-third spent additional money in nearby businesses during their visit
- The overwhelming majority of participants wanted to see the event return

Perhaps most importantly, participating businesses reported increased footfall, new customers and higher visibility.

One restaurant owner summed it up perfectly:

"We were turning people away last year."

While another described the event as:

"Full service every day."

Stories like these demonstrate the real impact Restaurant Week can have for hospitality businesses across Aberdeenshire.

Hospitality Businesses: Registration Is Now Open

Whether you're an award-winning restaurant, a family-run café, a village pub, a hotel dining room or a hidden local eatery, we want you to be part of Restaurant Weeks 2026.

Participation is completely free and provides an excellent opportunity to:

- Attract new customers
- Increase bookings during November, a traditionally slower time of year
- Showcase your menus and signature dishes
- Raise your business profile
- Connect with local food lovers
- Be featured in our marketing and promotional campaigns

All you need to do is create a special offer or menu and we'll help spread the word.

Ready to Join?

Register today at: https://www.aberdeenshirerestaurantweek.com/business-registration

or contact us at: restaurantweek@aberdeenshire.gov.uk

Celebrating Local Produce and Local Pride

Aberdeenshire is home to exceptional producers, talented chefs and some of Scotland's most welcoming hospitality businesses.

Restaurant Weeks provide a platform to celebrate the rich diversity of food and drink available throughout our region, from fresh local seafood and premium beef to artisan baking, innovative cuisine and traditional favourites.

Together, we'll continue to tell the story of Aberdeenshire's remarkable food and drink sector and inspire more people to experience everything it has to offer.

Follow the Journey

Over the coming months we'll be introducing participating venues, sharing business spotlights, announcing competitions and providing regular event updates.

Make sure you follow us and help spread the word:

Facebook: Aberdeenshire Restaurant Week

Instagram: @aberdeenshirerestaurantweek

Don't forget to share your dining experiences, favourite dishes and new finds using:

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#AberdeenshireRW26
#TasteAberdeenshire
#AberdeenshireLovesLocal

Let's Make 2026 Our Best Year Yet

The recipe is simple:

Great food. Great hospitality. Great communities.

Together we can continue building an event that supports local businesses, attracts visitors, creates memorable experiences and showcases the very best of Aberdeenshire.

We look forward to welcoming diners, businesses and food lovers to another fantastic event.

See you at the table.

The Aberdeenshire Restaurant Week Team