



Welcome to the first Aberdeenshire Restaurant Week e-newsletter for 2025

Hi there!

Back by Popular Demand!

After a sizzling debut in 2024, **Aberdeenshire Restaurant Week is returning – now with TWO weeks of flavour-packed deals, unique menus, and community spirit!**

Save the Dates: November 3–16, 2025

From charming cafés to fine dining gems, this year's event promises choice, value, and delicious dining experiences across Aberdeenshire.

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We are thrilled that as we write this, 30 businesses have already signed up to take part, so it looks like this year's event will be even bigger and better than 2024. Look out for forthcoming newsletters which will showcase the venues taking part.

Meet the Team Behind the Taste

We're proud members of Aberdeenshire Council's Economic Development team, working behind the scenes to champion our incredible local food and drink businesses.

From marketing to memorable customer experiences, we're dedicated to helping Aberdeenshire's hospitality sector grow, shine, and succeed.

In the next issue: Meet some of the faces behind the planning and hear their favourite local bites!

2024: A Recipe for Success

The stats speak for themselves:

- 10 75 participating venues (target was 50!)
- ★ 85% of diners rated the venue choice excellent or aood*
- 9 50%+ tried somewhere new or visited a new area*
- 32% spent money in other businesses while out dining*

And most importantly...

100% enthusiasm for it to return!

*Of respondents to the public survey conducted November 2024.



Why It Matters

Aberdeenshire Restaurant Week isn't just about great meals – it's about community,

economy, and connection.

November is traditionally a quieter time in hospitality – this initiative brings locals out, attracts visitors, and helps eateries thrive when they need it most. It also celebrates what makes Aberdeenshire special: our quality produce, creative kitchens, and warm welcomes.

We're also proud to be linking up with the **Aberdeenshire Loves Local gift card** (<u>www.aberdeenshiregiftcard.com</u>) and exploring ways to highlight local food producers in 2025.

Have Your Say - Let's Talk Food!

Help us shape this year's event – answer our 10-second poll!

What's your top reason for dining out during Restaurant Week?

- O Discover new places
- O Support local businesses
- O Enjoy great deals
- O Catch up with friends/family
- O All of the above!
- Take the poll now



Hospitality Businesses – Time to Sign Up!

Restaurants, cafés, pubs, hotels - in fact any business that serves food and has sit-down eating facilities, you're invited.

It's free to participate so get involved and showcase your best dishes to a hungry audience.

- Register now at: www.aberdeenshirerestaurantweek.com
- Or email: restaurantweek@aberdeenshire.gov.uk

Follow, Share & Spread the Word!

Let's make this year even more delicious - together!

Follow us for the latest **Restaurant Week news, foodie inspiration, competitions**, and a first look at participating venues:

Facebook: Aberdeenshire Restaurant Week
Instagram: @aberdeenshirerestaurantweek

Don't forget to **share your experiences** and **tag us and your favourite venues** every time you dine out – **from now right through to Restaurant Week in November**. Your posts help spread the word and support the amazing cafés, restaurants, and bars across Aberdeenshire.

Let's show the world what Aberdeenshire's food and drink scene is made of!

Looking for the perfect gift?

Tild Visit the Aberdeenshire Gift Card website to purchase and learn more.





#AberdeenshireRW2025 | #RestaurantWeek2025 | #AberdeenshireLovesLocal