



Hello again, foodies!

We're just a few months away from the tastiest fortnight of the year – and the excitement is already building. Since our last update, even more restaurants and cafés have signed up, and we're now at over 35 confirmed venues across Aberdeenshire with more joining every week!

Expect everything from cosy comfort food, seasonal specials, and unbeatable deals.

 **Dates to remember:** November 3–16, 2025

 **Where:** Across Aberdeenshire

Meet the Team: Behind the Scenes of Restaurant Week

Get to know the friendly faces making all this happen!

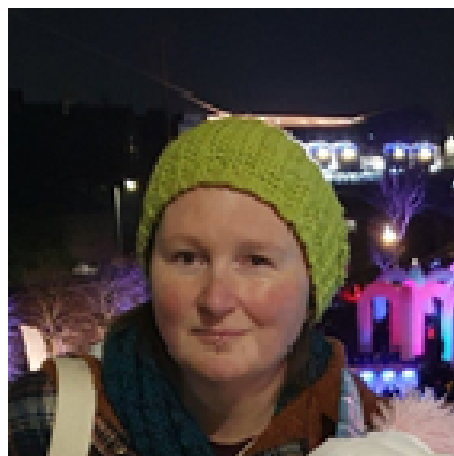
We're part of Aberdeenshire Council's Economic Development team – passionate about food, local business, and community. Here's a quick hello from the two of us:



Suzanne Rhind

Strategic Town Centre Executive

“Last year was incredible – seeing local businesses buzzing and diners exploring new places.”



Bridget Freeman

Project Officer (Town Centres)

“We’re working closely with each participating venue to make sure they get the most out of the event. It’s all about local pride, partnerships, and great food.”

Sneak Peek: Who’s Taking Part?

Curious about who’s already on board?

You can now see a list of venues that have signed up so far on our website: www.aberdeenshirerestaurantweek.com.

Full details of their special offers and menus will be unveiled towards the end of September/October — so keep checking back or follow us on social media to be the first to know!



Poll Results Are In!

In our last newsletter, we asked you why you dine out during Restaurant Week. Here's what you told us:

- 🥇 42% – Discover new places
- 🥈 26% – Support local businesses
- 🥉 17% – Enjoy great deals
- 🌟 15% – Catch up with friends/family

Thanks to everyone who voted! In our next poll: **What kind of food deals tempt you most?**

Stay tuned!



Time's Ticking – Businesses, Don't Miss Out!

Calling all food business across Aberdeenshire!

If you haven't signed up yet, there's still time – and **it's completely free.**

Showcase your best dishes, fill your seats during a traditionally quieter time, and connect with new customers.

Plus, to give you an extra boost: the first five restaurants who sign up to accept the Aberdeenshire Loves Local Gift Card and take part in Restaurant Week will receive a £50 Aberdeenshire Gift Card. Use it for an in-house giveaway, reward a star staff member, or treat yourself – the choice is yours!

With almost 400 local businesses already on board with the Aberdeenshire Loves local gift card, this is the perfect time to get involved and make sure your restaurant is part of it.

➡ Register now at: www.aberdeenshirerestaurantweek.com

✉ Or email: restaurantweek@aberdeenshire.gov.uk

Give the Gift of Good Food

The Aberdeenshire Loves Local Gift Card is the perfect gift – accepted at participating food and drink venues across the region.

Tip: It's a great way to treat someone to a Restaurant Week experience!

Explore more:

www.aberdeenshiregiftcard.com



Free marketing event for cafes and restaurants from Business Gateway Aberdeen City and Shire

Want to raise your profile and boost your sales without spending a fortune or hours you don't have?

Join our Digital Marketing Webinar for Restaurants & Cafés and discover how to:

- ✓ Create eye-catching content with just your smartphone
- ✓ Master Instagram, Facebook, TikTok & Google for your business
- ✓ Attract and engage loyal local customers
- ✓ Run promotions that drive real bookings
- ✓ Save time while maximising results

Led by a digital marketing expert with extensive food & drink experience, this session is perfect for businesses preparing for the region's Restaurant Weeks or simply looking to grow their customer base.

 **Date & Time:** 23 September - 10:00 - 12:30

 **Online** – Free to attend

 **Register** on the [Business Gateway website](#)

Stay in the Loop

Follow us for mouthwatering updates, exclusive previews, and a look at this year's venues.

 **Facebook:** [Aberdeenshire Restaurant Week](#)

 **Instagram:** [@aberdeenshirerestaurantweek](#)

Use the hashtags **#AberdeenshireRW2025** **#RestaurantWeek2025**

#AberdeenshireLovesLocal and tag us when you're out and about – your posts help spread the word and celebrate our amazing local food scene.

Let the countdown to flavour begin!

Thanks for being part of the journey – see you soon with more delicious details.



#AberdeenshireRW2025 | #RestaurantWeek2025 | #AberdeenshireLovesLocal

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