

20th Anniversary Celebration

New Logo







Extended Event to 20 Days



2025 Guidelines:

- \$25 two-course lunch & \$45 three-course dinner (if your restaurant is open for both lunch and dinner, you must offer the Savor deal for both)
- Menus required and photos to highlight the restaurant/food
- · (2) \$50 gift certificates



Opportunities for Participating Restaurants:

- Media Kick-Off Event at Michael's on East Wine Cellar (40 attendees)
 - 11 Restaurants: Michael's on East, Duval's, Tripletail Restaurant, The Westin EVOQ, Pop's Sunset Grill, Mattison's, Farlow's, Kolucan, The Café at St. Armands, Lefty's Oyster & Seafood Bar, Bridges @ Embassy Suites
 - 40 Attendees, including media from: Sarasota Magazine, SRQ Magazine, Bradenton Herald, Edible Sarasota, The Scout Guide, Taste Magazine, Dine Sarasota, Observer
- On-Air Chef Opportunities (17 participants)
 - B&B Chophouse, Café Gabbiano, Harry's Continental Kitchen, Kolucan, Amore Restaurant, Michael's on East, Farlow's on the Water, Mattison's Restaurants & Catering, Duvals Fresh Local Seafood, Fins at Sharky's, EVOQ, Kore Steakhouse, Lucky 8, Tripletail, Miguel's, Marcel, The Social
- Additional On-Air Opportunities
 - Fox 13 Daytime, Fox 13 4pm News, Fox 13 Dinner DeeAs, Suncoast View Online Coverage, News Channel 8 recorded segments.
- Airport Activation at Baggage Claim (2 participants)
 - Oysters Rock Hospitality, Arts & Central
- AVA Activations
 - USRowing Youth Nationals Championships @Nathan Benderson Park / approx. 9,000 attendees
- First-Time Influencer & Social Media Program
 - Secured 42 opportunities, including Carlos East and Travel & Foodie Warriors who brought regional and national credibility
- Edible Sarasota 15th Anniversary Sponsorship (300 Participants)
 - o Offshore Wine & Tapas, Lefty's Seafood
- Staff Lunch
 - Café on St. Armands



Savor Sarasota Promotional Video:

Restaurants Featured









Distribution

- WFLA- Daytime
- Suncoast View
- Fox 13 Tampa- 4pm News
- Fox 13 Tampa- Dinner DeeAs
- What's Up Sarasota
- Youtube (1,600+ views)



Savor Sarasota Promotional Video:





Promo Initiatives

Objective: Provide a unique promo giveaway for the general public, and a higher-end product to be used for media and elected officials.

Adjustable Measuring Spoons

- Distributed at Edible Sarasota Anniversary Event
- Placed on AVA for handouts at local events
- Distributed at SRQ Airport Activation

Stainless Steel Pizza Knife

- Distributed at VSC Media Kickoff (50 attendees)
- Distributed to Tourist Development Council Members

Cooling Towels w/ QR Code

Distributed at USRowing Youth Nationals event (4,500 athletes)

Bracelets w/ QR Code

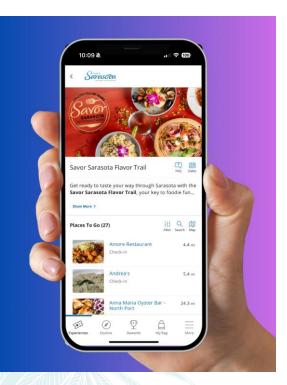
Distributed at USRowing Youth Nationals event (over 5,000 spectators)









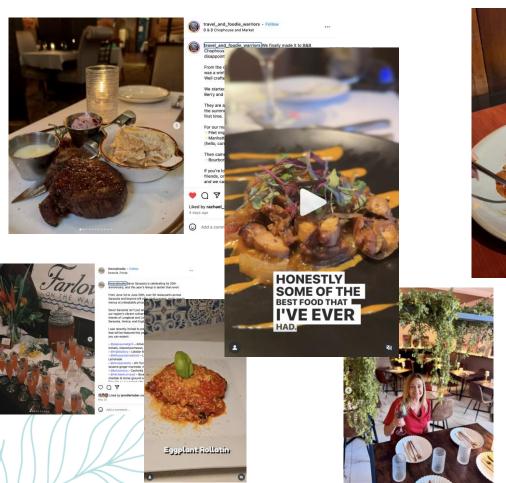




Objective: To drive engagement and restaurant visits through a fun, mobile check-in experience during Savor Sarasota's 20th anniversary.

- 659 downloads
- 132 Check-ins
- Prizes for top 3 check-ins
- Winner checked into 16 different restaurants.







— (legaristandos style) —

Oet ready to issice things use it Wateraide Place with Agave Banddos multi-course Saver Savestandos multi-course Saver Savestan mass, available June 1–200 Celesten the 20th anniversal or 20th anniversal of saver Savestandos de Saversal Massican first and Thermo-pecular Gardinas.

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#savorsarasota

\$25 Lunch | \$45 Dinner Each meal includes your choice of apps like chips + guac, entrees like tacos, burrios, lights, or Mealcan Caesar, and for dinner — save room for churns or thes lockes 5

 BONUS: Erroy a free soft drink, house marganita, wine, or draft beer with your Savor Savsota meet.

Whether you're a faco traditionalist or fajita fanatic, this is your chance to sip, savor, and celebrate local flavor with Agave's vibrant menu.

Check out the full menu at: visitsarasota.com/savorsarasota/agave-bandido-lakewood-ranch

Liked by eating sarasota and 81 others

Add a comment...



Airport Activation

Airport Banner Creative





SRQ Airport Activation





Visitors traveling through the Sarasota-Bradenton International Airport (SRQ) claimed their bags, and a taste of Savor Sarasota. Two of our participating restaurants offered travelers their first stop along our local Flavor Trail at baggage claim. Featured is Café St Armands and Arts & Central serving a few of their signature selections.







Foodie Testimonial:

"We were pleasantly surprised at the creativity and quality of the new restaurants and actually the old favorites too!! They were all wonderful!" – Regina D





62 Participating Restaurants:

Area Breakdown:

- 42- Sarasota
- 8- Siesta Key, St. Armands, Longboat Key
- 6- Osprey, Nokomis, North Port, Venice, Englewood & Manasota Key
- 6- UTC, Lakewood Ranch & Palmetto



62 Participating Restaurants:

Adeline

Agave Bandido Waterside Place

Amore Restaurant

Andrea's Sarasota

Anna Maria Oyster Bar -North Port

Arts & Central

B&B Chophouse

Bavaro's Pizza Napoletana & Pastaria

Bevardi's Salute

Bistro- Sarasota Art Museum

Bodrum Restaurant

Bridges at Embassy Suites

By Patrik Pettersson

Cafe BarBosso

Cafe Gabbiano

Café on St. Armands

C'est la Vie Downtown

Chart House

Crab & Fin Restaurant

Crow's Nest

Dolce Italia

Duval's Fresh, Local, Seafood,

EVOQ Sarasota

Farlow's on the Water

Fat Rabbit Pub

Fins at Sharky's

Flavio Brick Oven and Bar

Fleming's Prime Steakhouse and Wine Bar

Green Zebra on Main

Grillsmith Sarasota

Harry's Continental Kitchens Hvde Park Prime Steakhouse

Kolucan Mexican Grill & Bar

Kore Steakhouse

La Dolce Vita Sarasota Ristorante Italiano

Lefty's Oyster & Seafood Bar

Libby's Neighborhood Brasserie

Lucky 8

MarcelDw

Mattison's Forty-One Melting Pot Sarasota Michael's On East

Miguel's Restaurant

MvMamma

Offshore Tapas and Wine Bar

Organic Farmer's Table

Pop's Sunset Grill

Rodizio Grill Brazilian Steakhouse

Rufa

Sardinia Restaurant

Selva Grill at University Town Center

Selva Grill Downtown

The Lazy Lobster

The Maine Line

The Park Grille (University Park Country

Club)

The Point Restaurant

The Reserve by Chef Antonio

The Ringling Grillroom

The Social

Tripletail Seafood & Spirits

Tzeva in Art Ovation Hotel

Wink Wink Food & Drink



Advertising Stats:

Sarasota Magazine

-Sponsored Eblast: 23,872 sent; 3,243 opened, CTR 1.68%

-Social Post: 2 sent; 8,690 reach; 289 link clicks

-Sponsored Content Pageviews: 793

-Enews Native: 9 emails to 19k subscribers

WUSF

-27,028 Pre-Roll Audio Impressions (6,028 Bonus) and a total of 88 Radio Spots

WFLA

Online Delivery Total Impressions: 225,507

- -Web Display Banner Campaign on WFLA.com: 166,681 Impressions
- Web Preroll/Postroll Video Campaign on WFLA.com: 58,826 with 169 click throughs

VSC Paid Social

- -254,075 impressions; 5,011 link clicks and 5,303 landing page views.
- -Resulted in 856 partner referral



Advertising Creative



Savor Sarasota is ontaste it before it's gone!







\$25 Prix Fixe Lunch \$45 Prix Fixe Dinner





Savor Sarasota is on-

taste it before it's gone!



Sarasota

SavorSarasota.com

restaurants are serving up 20 days of prix-fixe meals this summer.





Comment



Instagram

visitsarasotacounty

visitsarasotacounty Summer is better when you Savor Sarasota, and this year we're bringing prix-fixe ... more





Sarasota Restaurant Week Returns! Savor great meals and hot deals.

During the 20th anniversary of Savor Sarasota Restaurant Week, June 1-20. participating restaurants will offer special multi-course menus for only \$25 per person for lunch and \$45 per person for dinner.

Visit SavorSarasota.com to learn more.





Savor 20 years of flavor! Top Sarasota





... X



Website Stats:

Savor Sarasota website pages received over 450,000 views from May 1st to June 20th, with the Restaurants and Menus page accounting for 179K of those views.

Local drive market visitors were served Fly-Ins and Modals on the VisitSarasota.com site to drive visitors to the Savor Sarasota landing page that resulted in a clickthrough rate of approx. 15%.



Savor Sarasota

Thank you for joining us this year for the 20th Anniversary of Savor Sarasota where restaurar throughout Sarasota County offered multi-course menus from June 1–20, with lunch for just per person and dinner for \$45 per person. Can't wait to see what next year brings!

sever seriastics is more than just an annual criming event, it is a centerration of seriascia's diverse culinary indicates from the barrier islands of Longboat Key and Lido Key to the downtowns of Venice, Sarascia and Englewood—a talented local chefs who bring it all to life.

allow you to sample a variety of dishes and flavors while taking advantage of stellar deals.









Content & Social Stats:

- Organic social reach over 100K
- 2.5K Interactions
- Custom Enewsletter with 39k opens
- Custom Web Articles
- Influencer Content Collabs





Not seeing images? View the web version.



Savor Sarasota Celebrates 20th Anniversary with 20 Days of Savings

Savor Sarasota Restaurant Week is back—and bigger than ever!
This milestone year marks two decades of celebrating Sarasota
County's vibrant culinary scene, from the barrier islands of Longboat
and Lido Key to the downtowns of Venice, Sarasota and Englewood.

From June 1–20, more than 50 participating restaurants—and the talented local chefs who bring it all to life—are serving up special multi-course menus, with lunch starting at \$25 per person and dinner at \$45 per person.



From Jurie 1-25: Sever Sergrate Restaurant Week renting you to including an Section and three course freest throughout Seconds County More than 30 establishments withhelms you have warned to sent and distres at \$25 and \$45 per

Planyour cultury adventure with our relightenhead guide

Downtown Sarasota and Nearby

you're staying it a hotel in downtown Sansoria or spending part of your day here shooping, plan to enjoy a multi oprocreased at one of the Sanon Sansoria restaurants in the seas. Whether you're units amoud for eachiout Spenish



Take Savor Sarasota Home with You

afterward. We asked several of the chaft to share their regimes with us - and they obliged

Get to know a little bit about each chef and learn how to make a few of their best creations, from ceviche to crem brülke.



1. Seafood Paella

Fins at Sharky's



PR Stats: 208 Stories 445,000,000 Audience

Pitched/Event:

Total Stories: 208

Online & Print: 116

Broadcast: 59

Total Audience: 445 Million

WFLA / Daytime:

- Broadcast Audience 16,000+
 Viewers for both segments
- Online Delivery
 - TOTAL IMPRESSIONS: 359,863

TOTAL CLICKS: 302

• TOTAL CTR: 0.08%









Popular Sarasota restaurant week hits milestone, extends to 20 days

Savor Sarasota is celebrating 20 years of showcasing Sarasota County restaurants and bringing in business during a slow month of the year.

By Both Luberocki (5:00 a.m. June 1 2025 | 0 Free Articles Remaining



Kelly Dungan, assistant general manager/marketing director of Duval's Fresh. Local, Seafood, in downtown Several Several Several is a win for new and returning quests.

Savor Sarasota Restaurant Week celebrates its 20th anniversary

From June 1-20, local eateries offer \$25 specials for lunch and \$45 for dinner.

By Observer Staff | 3:00 p.m. May 29, 202



wa's small plates set a family-oriented dining experience.

Sarasota eateries report \$1.2M in revenue from restaurant weeks

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Diners have multiple antions at Crab & Ein for Savor Sanssatz



Restaurant Partner Feedback:

First of all... It was awesome! We had so many quests, this was one of the most successful Savors we had. BUT, you gotta do it for the whole month! You did it for twenty days why not go the whole month, and I will tell you why... It was a great boost of business in a normally slower period. School's not out yet, so don't have the out of state travelers. We had great numbers, and I was going to other Savor restaurants and they were all busy. I have noticed that now it's over, the traffic and guest counts dropped significantly since you stopped promoting it.

As a new restaurant to our community this year's Savor was a bright & delicious spot in an otherwise quixotic June. We were thrilled to welcome new guests who wanted to explore Lefty's coastal seafood menu and we delighted in seeing our valued regulars more often. Our Lunchtime guests increased and our team had fun with Savor, too because making people happy is always the goal. © Our Savor Add On's welcomed many an "oyster curious" guest and helped us shuck more oysters in support of our Oyster Boys Conservation partnership. We were pleased that we could be an active participant for the collective benefit of our hospitality community and our partners at VSC.



Systems to Improve:

An intro to Savor class for new partners and restaurants wishing to participate to help them to understand how to sign up and how best to promote.

A quick email reminder a week out—something like "We're still waiting on your final commitment"—might be helpful for everyone.

Email communications to partners once their Savor application has been accepted/approved would help reduce the volume of partner inquiries.

Limit of photo uploads to Max 5

No menu changes after registration ends.

Recommendation for next year, the past two or three years now I have not received an email with deadlines and when to sign up. I have put it in the calendar for next year, but a friendly reminder would be amazing!!

Campaign 1-pager for staff and volunteers, with important dates and talking points.



Thank You



