Join Us:
Santa Barbara Restaurant Week

The Santa Barbara Restaurant Week kicks off tomorrow, February 22, and runs through March 3. This 10-day event lets locals and travelers experience and celebrate the Santa Barbara restaurant community for a great price: $25 two-course lunches and $40 three-course dinners.

The ProStart® program through CRAF is the Santa Barbara Restaurant Week’s beneficiary this year! A portion of all proceeds will be donated to benefit students in culinary and hospitality training programs. Click here to learn more about CRAF programs.
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Lawmaker introduces bill to phase out all non-recyclable plastics

Californians are already barred from plastic straws in many restaurants unless they request them and grocery stores throughout the state charge for plastic bags. Lawmakers are now proposing more efforts to reduce non-recyclable plastic products including cups, forks, spoons and packaging. New regulations would require that plastic and other single-use materials be made reusable or fully compostable by 2030.

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Five marketing lessons restaurants can learn from retail

Incorporating your brand into a customer's digital life can be a challenge. Restaurants should look to the retail industry to gain inspiration and insight from successful digital marketing campaigns that tell a story to consumers and increase brand awareness simultaneously. Click below for more lessons restaurants can learn from the retail industry.

Looking for more marketing ideas for your business? Make sure you're getting the member-exclusive Marketing in a Minute newsletter each month.

MORE HEADLINES

Some restaurants send a gift card to no-shows for a win-win policy
The new fast-casual model: Central kitchens
The restaurant critics replacing Jonathan Gold dish on filling the big shoes left behind

CALENDAR

FEB 25
So. San Francisco: ServSafe® Food Protection Manager Certification
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FEB 26
CCDA: NorCal Community Gathering on ADA Access in the Restaurant Industry
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The Falls Event Center
Elk Grove
FEB 27
San Diego: Working Together to Prevent Workplace Harassment
E-mail to Register
Phil's BBQ Event Center

FEB 26, 27
CRA's Legal Center Roadshow
Oakland
Santa Cruz

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