



Checklist for Writing a Good Restaurant Press Release

1. Headline

- **Compelling and Clear:** Ensure it grabs attention and conveys the main message.
- **Include Restaurant Name:** Make it clear who the press release is about.

2. Subheadline

- **Expand on the Headline:** Provide a bit more detail to pique interest.
- **Keep It Concise:** Should not overshadow the main headline.

3. Opening Paragraph

- **Who, What, When, Where, Why:** Cover the essential information.
- **Hook the Reader:** Make it engaging and newsworthy.

4. Body Paragraphs

- **Provide Details:** Explain the announcement in detail.
- **Quotes:** Include quotes from the owner, chef, or key figures.
- **Unique Selling Points:** Highlight what makes your restaurant special.
- **Menu Highlights:** Mention signature dishes or new menu items.
- **Background Information:** Share relevant history or the restaurant's story.
- **Event Details:** If announcing an event, include date, time, and what guests can expect.

5. Boilerplate

- **About the Restaurant:** Provide a brief description and history.
- **Location:** Include the address and contact information.
- **Website and Social Media:** Provide links for further information.

6. Contact Information

- **Media Contact:** Name, phone number, and email address of the person handling press inquiries.
- **Availability:** Specify the best times to reach the media contact.

7. Multimedia Elements

- **High-Quality Photos:** Include images of the restaurant, dishes, and key figures.
- **Videos:** Links to promotional videos or virtual tours if available.

8. Formatting

- **Press Release Format:** Use standard press release formatting.
- **Readable Font:** Use a professional and easy-to-read font style and size.
- **Subheadings and Bullet Points:** Break up text to enhance readability.

9. Proofreading

- Grammar and Spelling: Ensure there are no errors.
- Clarity and Conciseness: Make sure the press release is clear and to the point.
- Consistency: Check for consistency in tone and style.

10. Distribution

- Target Media List: Send to relevant food, lifestyle, and local media contacts.
- Email Subject Line: Craft a compelling subject line for your email pitch.
- Follow-Up: Plan a follow-up strategy to ensure your press release gets noticed.