



Taste The Gables: Overview

- Taste The Gables (TTG) is a month-long activation in July celebrating Coral Gables Restaurant Month.
- This annual activation takes place in July in order to help drive business to Coral Gables restaurants during the slow summer season.
- All Coral Gables restaurants are invited to participate whether they are full service or fast casuals.
- Additional activities such as a live music series, family day, etc. will also be planned to boost customer traffic into the city. Information on these supplementary activations will be shared when available.
- **The City will provide collateral materials to participating businesses including window clings, postcards, inclusion in the TTG dedicated website, printed materials/ads, social media posts/ads, etc.**

Restaurant participation is free! Want to participate? Here are the rules:

- Restaurants must plan on providing patrons a three-course pre-fix menu.
 - Lunch/Brunch Pricing: \$30 - \$35
 - Dinner Pricing: \$45 - \$60
- It is up to the restaurant if they which to participate during lunch and dinner or either.
- Fast Casual eateries can have lower price points or participate by offering different promotions.
 - Additional promotional offer examples include: "Happy Hours" at non-conventional times {in other words, not from 5-7 pm}. For example, Happy Hours can be from 7:30-8:30 am when clients can get specially priced items or ***Taste The Gables***-Exclusive menu items served only during that hour.
 - Establishments that have limited items, like ice cream shops can also have Happy Hours at odd hours where XYZ flavor is 50% off or buy one/get one half off.
- Restaurants must assist in promotional efforts by sharing content on their platforms to engage a larger audience.
- **Restaurants must provide pictures and other requested collateral of menu items in a timely manner to be included in printed, social media and other marketing materials.**

Additional Notes – PLEASE READ CAREFULLY:

- Restaurants need to confirm participation **by end of day Friday, March 28, 2025.**
- Once participation has been confirmed, a copy of the pre-fix menu being offered must be submitted to business@coralgables.com **by end of day Friday, April 11, 2025.**

Please let us know as soon as possible if your establishment is participating, but no later than Friday, March 28. Call 305-569-1835 or email us at business@coralgables.com.

- You will receive an email confirming your participation.