

Downriver Eateries,

To attract new and returning customers for Downriver eateries, the Southern Wayne County Regional Chamber is thrilled to again host our annual signature event, **“Taste of Downriver” on Tuesday, August 12, 2025, from 6-9:00 pm in Downtown Trenton!** Previous events had more than 800 attendees.



This evening offers customers from across the Metro Detroit region the opportunity to sample signature menu items in a "pub crawl" fashion from any of our regional member and area eateries, ***generating new business for you!*** Chamber member restaurants who are not located within Downtown Trenton will have the opportunity to setup a table and 10'x10' popup tent (if desired) in a designated Downtown area on a first come first serve basis. **Space is limited!**

What can an eatery get out of this event? As a participating restaurant, you will have the following marketing opportunities:

- **Have potential new and returning clientele walk right into your eatery or meet them one on one by setting up a table in the host Downtown to sample your menu items!**
- **Take advantage of event promotion of your restaurant as a participating eatery! Your restaurant will be included on menus and our event website, as well as in print, email and social media marketing reaching thousands of potential customers, including purchased advertisements in regional publications.**
- **Increase sales among returning and first-time customers** with special "Taste of Downriver" exclusive coupons and offers to drive repeat visits and create ***longtime customers.***
- **Opportunity to market and test new menu items...*take advantage of this by having customers fill out a quick survey and collect their contact information to send them future offers and promotions!***
- If you serve alcohol, we encourage special drink offers to increase bar sales.

We would like to extend an invitation to your eatery to participate in the 2025 Taste of Downriver and to take advantage of the extensive marketing opportunities of this unique Metro Detroit event!

There is no charge to participate, however your commitment is needed as we prepare to print menus for our guests and ***advertise your participation to thousands of people from all over Metro Detroit.*** We request early RSVP's so we can begin promoting the event. The cut off date for sign up will be **Monday, July 28th, 2025.** Please identify which complimentary menu item(s) you will offer patrons as samples to this exciting event and send the Restaurant Agreement form back to us **ASAP.** Remember, space is limited for restaurants who will be setting up a table. Contact us today!

If you have any questions regarding this event, please contact Kate Currie at kcurrie@swcrc.com or 734-284-6000 x28. We are looking forward to your participation and another great event this August!

Kate Currie
Events & Marketing Manager
Southern Wayne County Regional Chamber