



Go-To Guide for restaurants

700+ restaurants |  February 1 to 7, 2025 | Thousands of votes expected!

Checklist Before Launch

- ❑ Inform and prepare your team
- ❑ Complete your profile on lapoutineweek.com (description, photo, price and social media links)
- ❑ Display promotional materials (posters, stickers, QR codes)
- ❑ Announce your participation on social media (#LaPoutineWeek #LaSemainedelapoutine)
- ❑ Encourage customers to vote and engage online and in-restaurant
- ❑ Learn how to maximize your visibility with RESTOYUMS: lapoutineweek.com/game
- ❑ Download the digital marketing kit here: lapoutineweek.com/marketing-kit



Comment les clients votent ?

1. Visit lapoutineweek.com or scan the QR code displayed in your restaurant
2. Create an account in just 1 minute
3. Find the restaurant using our search bar or our interactive map
4. Vote for their favorite poutine

Réseaux sociaux & Engagement


- **Use hashtags:** #LaSemainedelapoutine and #LaPoutineWeek and @lapoutineweek
- Post on your feed and invite us to collaborate
- Share customer photos and behind-the-scenes content
- Encourage interaction and YUM points participation

Maximize Your Visibility with Promotional Materials



Materials provided :

- **2 posters** – place at the entrance or counter
- **2 stickers** – position on tables for QR code access
- **5 QR codes** – strategically place for easy access

 **Tip: Share photos with the poster in the background on social media for greater visibility.**

For customers

YUMs Points!

YUMs were created to encourage people to visit and try your poutines while offering a fun and engaging way to interact with your restaurant.



How does it work ?

- YUMs can be redeemed for poutines at participating restaurants. You can accumulate them by engaging in La Poutine Week. The more you interact, the more chances you have to win prizes.

How to earn YUMs?

Create a La Poutine Week account	3 YUMs
Vote for a poutine	2 YUMs
Tag #LaSemaineDeLaPoutine on Instagram	2 YUMs
Make a purchase via lapoutineweek.com	10 YUMs

What can you win?

1st prize	\$300 Gift Card
2nd prize	\$200 Gift Card
3rd prize	\$150 Gift Card
Other prizes	\$100 and \$50 Gift Card

Customers can buy YUMs on our website. Here's the value

10 \$	1 050 YUMs
20 \$	2 100 YUMs
50 \$	5 500 YUMs



How to redeem YUMs for a poutine?

1. Scan your QR Code (found in your account or received via email)
2. Present it at a participating restaurant
3. Enjoy your poutine!

For restaurants

RestoYUMs Points!

RESTOYUMs are points your restaurant accumulates based on customer engagement. The more you earn, the more visibility and potential cash rewards you receive!

RestoYUMS



How to earn RESTOYUMs?

Créez un compte La Poutine Week	3 YUMs
A vote for your poutine	2 YUMs
Use #LaPoutineWeek sur IG or Tiktok	2 YUMs
A poutine purchased with YUMs in your restaurant	10 YUMs

Win Cash Rewards!

This year, we're introducing cash rewards for the top RESTOYUM earners! Jusqu'à 6 000\$ à gagner



Payment Process

- You receive **100% of the YUMs spent to buy a poutine** at your establishment.
- Payments are processed **within 14 days after the event**.
- A detailed account statement will be sent at the end of the event.

Food Banks Canada  Banques alimentaires Canada

Partnership with Food Banks Canada

- **We encourage restaurants to donate \$1 per poutine sold to BAC.**
- Each restaurant can choose to make an additional voluntary donation.
- A link will be sent after the festival for online donations.

