

# RESTAURANTEURS!



Make a  
**GREAT  
FIRST  
IMPRESSION**

with the   
**Welcome  
EXPRESS**<sup>SM</sup>  
Welcoming Newcomers Since 1986

# BUFFET OF PRODUCTS!

# Be one of the first restaurants to welcome New Residents into your community

**D**ue to normal attrition, every business loses 20 - 30% of its customers each year. In a soft economy, dining out is one of the first things families trim from their budget of optional purchases. What better way to replace those lost customers than with newcomers? Newcomers haven't yet formed



dining favorites and shopping patterns. They are excited and still have that "tourist mentality" as they look for new places to frequent and explore all their new community has to offer. Yet unlike the tourist, they are local and will return and unlike the "coupon shopper" they are

more likely to become long-term loyal patrons.

## THE WELCOME EXPRESS BUFFET OF PRODUCTS

Your **Entrée** to reach new customers via several print and online products. Get your menu into the homes of hundreds of new families each month! We are not a "one size fits all" program and we are not a coupon mailer. Our multi-faceted approach provides ample opportunity for direct response, image and branding, online impact, mailing list outreach, and more. Let one of our representatives help tailor a customized program to meet your specific marketing objectives and your budget.

Our "**Menu Selection**" ranges from \$10 a month to \$15,000 per year.

## NEIGHBORHOOD ZONED PRODUCTS

Our **Bread & Butter** product is the neighbor-



hood Zone Gift Certificate program. Welcome newcomers with a gift certificate or free meal. What better way to say "Welcome to the Community — we're glad you're here. Moving is hard work — please be our guest for lunch or dinner!" This extremely effective program has been the main-stay of Welcome Express for 22 years and has helped many restaurants build a loyal clientele. Pay only for the households you want to reach — from a "baker's dozen" up to hundreds per month.

Are you interested in building up a rewards program or email list of your frequent

diners? Ask us how our welcome program can assist! Would you like to trade your restaurant gift certificates for advertising? We can work with you on a partial barter basis — just ask us! Come see the complete welcome package available to you just by clicking on the



"**Advertising**" tab at [www.WelcomeExpress.com](http://www.WelcomeExpress.com).

*our community – before they become someone else's customer!*



## TOTAL MARKET PRODUCTS

Our **Toast** to you is our coveted Newcomer Directory & Relocation guide "Home At Last in OC." This glossy 4-color, quarterly magazine reaches both newcomers and relocating families in

ALL of South Orange County via the Relocation Industry. You can view the full current issue at [www.HomeAtLastRelocation.com](http://www.HomeAtLastRelocation.com). This directory is designed for the kind of establishment that appeals to a broader geographic range as a destination restaurant with an image/branding message, but without a Gift Certificate. Unlike most magazines, this useful directory full of phone numbers, websites, and other reference material has a long shelf-life and assures repeat usage, so your ad will generate multiple impressions — like a billboard. Unlike the phone book, people will easily find you in this quick-reference guide!

Rates average from \$100-\$200 per month.

The **"Icing on the Cake"** is our Annual Welcome Folder — the elegant presentation that houses all the gifts and materials presented to newcomers.

Featuring our Premier Sponsors, this flagship product includes a number of "special perks." Ask about this option — it is only available once a year.



## DESSERT? YOU DECIDE!

Our Newcomer Report gives you the opportunity for ongoing follow-up with your new customer. After they have had a chance to get settled in for a few months, send them a follow-up offer to come back and visit you again.



**WE INVITE YOU TO VISIT US ONLINE AND BROWSE OUR LATEST SELECTIONS:**

[www.WelcomeExpress.com](http://www.WelcomeExpress.com)

[www.HomeAtLastRelocation.com](http://www.HomeAtLastRelocation.com)

[www.OrangeCountyResourceGuide.com](http://www.OrangeCountyResourceGuide.com)



# Welcome Express is "Serving" Satisfaction!

## ONLINE PRODUCTS



**Our newest Chef's Special** is the Orange County Resource Guide. Positioned to take advantage of the latest trend in online local search and rich media, this product reaches all of Orange County — including both newcomers and long-time residents.

## SIGN UP FOR OUR OC DINING GUIDE!

Restaurants can feature their business at 4 different levels ranging from FREE to \$50 per quarter. The most deluxe listing (Diamond) features online banner ads, 2000 character description, 10 pictures of your facility, 10 product photos, catering brochures, menus, reviews, links, and more. Restaurants listing their business in OCRG will automatically appear in our online Dining Guide. Get started and list your business today by visiting us online. Just point your browser to: [www.OrangeCountyResourceGuide.com/ListMyBusiness](http://www.OrangeCountyResourceGuide.com/ListMyBusiness).

## WHET YOUR APPETITE WITH THIS:



All sponsors in any of our 3 print products (Zone Gift Certificate Program, Home At Last, and the Welcome Folder) will automatically receive enhanced online

listings plus **FREE "Ad Bucks"** which can be used for Display Ads on city-specific and site-wide locations in the Orange County Resource Guide.



**Choose a complete meal or dine a la carte** from our 5-star buffet of offerings, designed to satisfy any appetite. Don't lose your place at the table. Fill your restaurant with Orange County's newest residents — who will be delighted to have you serve them!

PART OF THE  
WELCOME EXPRESS  
FAMILY OF PRODUCTS

Home  
at Last  
IN  
O.C.

Orange County  
Resource Guide.com<sup>SM</sup>

Welcome  
EXPRESS<sup>SM</sup>  
Welcoming Newcomers Since 1986

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# Why Wait? Don't be late for the Banquet!