

thePigGuide

your local guide to eating out



The Pig Guide has grown to be the most respected independent food guide in the South West

Our **@ThePigGuide** Twitter feed is a vibrant, active, on-line community of local foodies who share their news and views about the Bath and Bristol food scene as well as keeping an eye on what the best chefs are up to in their kitchens and which forthcoming events might pique their interest.

Over 12,800 Twitter followers engage with @ThePigGuide, using our interactive forum as an indispensable resource with a reputation for experience, authority and authenticity.

www.thepigguide.com is our regularly updated website with full profiles of all our members as well as local food & drink news. It's a great promotional vehicle for your news stories and offers.

The Pig Guide also has a **weekly e-newsletter** where we feature members' news and stories. This is all valuable extra publicity and is included in your membership – so please tell us your news and we'll include it in our emails!

our ethos

The Pig Guide aims to support the independent sector. We do, however, include selected business with multiple outlets that we believe to be particularly deserving of attention and which clearly maintain responsible sourcing, cooking and staffing policies.



@ThePigGuide
Piggy your power is phenomenal 🐷🐷🐷
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@TheLongsArms



“We had a really noticeable uplift in bookings following our Pig Guide review”
Henry’s Restaurant, Bath

membership

Annual Pig Guide membership costs just £250 plus VAT. The only extra being that you provide a review dinner for 2 people.

Membership includes all these benefits:

- Your listing and full review on www.thepigguide.com for 12 months
- News stories about your forthcoming events, promotions, menu changes, etc, promoted across all Pig Guide platforms
- A programme of Tweets about your business, news, promotions, etc and proactive re-tweeting of your key messages and information
- An exclusive Pig Guide Supper Club event hosted and promoted by The Pig Guide
- Your job vacancies tweeted and listed on the Jobs Section of the website

... and all this works out at under £5 per week!

extra services

Pig Guide members can also access a full range of add-on services at preferential rates, including:

- Event planning and management including launch and re-launch parties, PR events, showcase events, pop-up events
- Full Public Relations and Marketing service, including press releases, media relationships, editorial and reviews, etc.

- Planning and buying advertising campaigns. Due to the volume of space that we book, we get great rates with the local media and excellent editorial support.
- ‘Secret shopper’ service which offers a valuable ‘view from the outside’ and insight as to how your customers see you
- Front-of-house staff training and development
- Team development workshops
- Business development advice and planning
- Specialist food photography
- Graphic design/website design and build
- Point-of-sale and outdoor promotional materials

Membership of The Pig Guide offers enormous benefits for anyone running a hospitality business or an associated supply business in the area or anyone who would like to reach over 12,800 people in Bath and over 5,400 in Bristol, who take food and dining seriously.

If you would like to discuss how The Pig Guide could work for you, please get in touch.

enquiries

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