Skyline Metro Grill

TO: Sarah Jackson, Executive Chef

FROM: Laura Mabry Hernandez, General Manager

DATE: February 17, 2019

SUBJECT: Wedding Rehearsal Dinners

In the spring and summer months, wedding rehearsal dinners provide a new marketing opportunity for Skyline Metro Grill at all of our locations. A rehearsal dinner is an informal meal following a wedding rehearsal at which the bride and groom typically thank those that have helped them make their wedding a special event.

Our smaller private dining rooms with sweeping city views are an ideal location for a rehearsal dinner. At each of our locations, I have directed the Sales and Marketing Coordinator to partner with local wedding planners to promote Skyline Metro Grill as a relaxed yet sophisticated venue for rehearsal dinners. The typical rehearsal dinner includes the wedding party, the immediate family of the bride and groom, and out-of-town guests.

Please develop six menus—in varying price ranges—to present to local wedding planners so that they can easily promote Skyline Metro Grill to couples who are planning a rehearsal dinner. In addition to a traditional dinner, we should also include options for a buffet-style dinner and a family-style dinner.

This marketing effort will require extensive communication with our Sales and Marketing Coordinators and with local wedding planners. Let’s meet to discuss the details and the marketing challenges, and to create a promotional piece that begins something like this: