

**SOUTH AFRICA RESTAURANTS MENU  
RESTAURANT MANAGER  
INFORMATION DOCUMENT**

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**ALL INFORMATION**

**[South-Africa-Restaurants-Menu.com](http://South-Africa-Restaurants-Menu.com)**



**UPDATED: 03 FEBRUARY 2008**

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## **ABOUT THIS DOCUMENT**

This **Information Document** is intended for any **Restaurant Manager (Owner)** who intends **listing** her/his restaurant business on the **South Africa Restaurants Menu** website.

It basically gives **background information** about our website AND details the information a Restaurant Manager must **email/post** to us in order for **his/her** business to be listed on the website.

**This Document** and a **MENU TEMPLATE** document can be Downloaded Here:

<http://www.south-africa-restaurants-menu.com/restaurant-owner-info.html>

## **OUR CONTACT DETAILS**

**EMAIL** : [readme-menu@usa.net](mailto:readme-menu@usa.net)

**WEBSITE** : [www.south-africa-restaurants-menu.com](http://www.south-africa-restaurants-menu.com)

**POSTAL ADDRESS:** P.O. Box 62411, Marshalltown, 2107

## South Africa Restaurants Menu Website

Sir/Madam,

Thank you very much for allocating time to read this information document regarding the **South Africa Restaurants Menu** website.

The main aim of the website is to make it easy for any person to view the **Menu** of any **Restaurant** in **South Africa** over the internet, especially restaurants located in the **major cities and towns** in country.

We do not want to be (or perceived to be) just a Contact Telephone Directory for restaurants in South Africa – we want to be seen to be more than just that!

As opposed to just listing the contact telephone number of a restaurant, we list the menu on a web menu page for each restaurant listed on this website. In addition, each restaurant menu is downloadable in **Adobe PDF** format. The download link is at the **top of each Menu web page**.

We also want to offer a little bit more information regarding **directions to each of the restaurants** listed on our website.

Below we briefly discuss what we intend to do to make our website a **very useful portal** for **restaurant owners** in **South Africa**.

Please read all the information below – towards the end we list all the information you must **email/post** to us in order for your restaurant to be listed on our website.

### MENU

We take your **menu document** and develop an **Adobe PDF downloadable** document which any visitor to our website can download from the **Menu web page**. The PDF document is very visible on the **top-left side** of the **Menu web page**.

The Menu is also listed fully on the Menu web page.

**Please Note: We do not list Menu Prices (just the menu items) UNLESS you insist!**

The visitor can either **read** your restaurant menu from the **web page** OR download the **PDF document** to read it **offline** (and possibly **print it**).

Towards the end of the Menu PDF document we also add some other useful information to make the menu document useful to anyone who downloads it.

### ***MENU BY AUTORESPONDERS***

Besides reading the Menu on the web page OR downloading the PDF document, the potential restaurant patron can also **have menu delivered instantly via email!**

There is a choice of **GRAPHICS (HTML)** email OR **PLAIN TEXT** email. This choice is important – **some ISPs don't allow or don't have a feature** for email messages with **graphics**.

The Menu items are listed on the **BODY** of the **email message** – **we do not send the menu as an attachment**. This is important again – most **ISPs** are **very strict** when it comes to **email attachments**. To avoid the potential patron **not receiving the email**, the menu items are **listed on the body of the email (no attachment)**.

After entering Firstname and Surname on the Web Form, the potential restaurant patron receives an email asking her/him to **CONFIRM** that she/he really made the Menu-by-Email-Request. If that's the case, she/he clicks a link on the email and **ONLY** then is the actual Menu email delivered. If the **CONFIRMATION** link on the first email is not clicked the Menu email is **NOT** delivered.

The **CONFIRMATION** process is a measure to prevent **SPAM** email.

### **HERE IS WHY MENU-BY-EMAIL IS AN EXCELLENT IDEA!**

Sometimes **COMPANIES** organise **lunches** for **STAFF MEMBERS** of their many **DEPARTMENTS**. The **Secretary/PA** usually has a **tough time trying to get all these staff members to see the Menu** of the chosen **RESTAURANT prior** to the **LUNCH date**. Another example is that of an **Executive PA/Secretary** trying to get **visitors** to their company to **view the MENU prior** to the **meeting day**.

**Now this solves the PA/Secretary's Menu problems once and for all!**

**(Remember – this is on Auto pilot 24 Hours a Day, 7 Days a Week!)**

The menu gets delivered into her email **in-box** and she can then **FORWARD** it to **EVERYBODY** concerned!

We list a **clickable link** for the **Menu-by-Email** option at the **top of the Menu Web Page** for **each restaurant**.

A good example of a **Menu page**, a downloadable **Menu PDF document**, and **Menu-by-Email** is what we have done for **The Butcher Shop & Grill** (located at Nelson Mandela Square, Sandton, Johannesburg).

**Check it on the Johannesburg web page (click on MENU):**

<http://www.south-africa-restaurants-menu.com/johannesburg.html>

**We will also do the same for your restaurant menu!**

Please note that all your restaurant **contact information** is listed on the **Menu PDF document** (Telephone, Fax, Email, Website Address etc).

**CITY/TOWN PAGE(S)**

Each city's restaurants will be listed on their own web page (e.g. **Johannesburg** restaurants are listed on the **Johannesburg page**).

As more restaurants are listed the city page will become more of an **"index" page** where we **categorise** the restaurants (**e.g. by Cuisine, Location, Shopping Centres etc**). A web site visitor who's looking for a **Portuguese restaurant in Johannesburg, Sandton area**, for example, will go to the **Johannesburg page** and either click the **Portuguese restaurants** link OR click the **Sandton area restaurants** link. Assuming a Portuguese restaurant exists in Sandton – the visitor will be able to locate it by following either of the two links.

We will do this for all the **cities/major towns** restaurants that will be listed on the website.

**(PLEASE NOTE: We list any restaurant from anywhere in South Africa!)**

**SUBSCRIBERS' MAILING LIST**

We are going to build over time a **HUGE subscriber mailing list** which will be a very valuable marketing tool for restaurants listed on our website.

**Periodically** we will send out a **Newsletter** to our mailing list (**e.g. once or twice a month focusing on restaurant related news or other relevant information**). An example of a useful news item we will be sending out to subscribers is about a **new restaurant** that has or is about to be opened at a particular location by one of our listed restaurant businesses.

Obviously, this mailing list will have thousands of subscribers over time and will be a very effective way to send out restaurant related news/information.

We have a **Subscribe page** with a **Subscriber information capture form**. We also have a **Popup subscription form** on the **Home page** of the website.

We use **DOUBLE-OPTIN** for our mailing list subscriptions. After filling the subscriber form an email is sent to the potential subscriber's email address. On the email will be a **link** the subscriber must click in order to **CONFIRM** her/his intention to subscribe to our mailing list. If the **subscribe clicks the confirmation link**, he/she will be then **added** to our mailing list **OTHERWISE** **he/she will not be subscribed to our mailing list.**

[Please **TEST** the Subscription process – after confirming your Subscription you will receive an email message thanking you for subscribing. You can **REMOVE** your name by clicking the **UNSUBSCRIBE link** at the **very bottom** of the email message.]

## **SEND US THIS INFORMATION**

All information you send to us must be in **electronic format (i.e. email it to us OR post us a CD-Rom/Stiffy Disk).**

## **OUR EMAIL ADDRESS**

Send all information to this email address:

**Email Address** : [readme-menu@usa.net](mailto:readme-menu@usa.net)

Use the following **SUBJECT line** on your email to us:

**“XYZ Restaurant Info”**

(Replace **XYZ Restaurant** with the name of your restaurant. No quotation marks)

**The information you must send us follows below:**

## **OUR POSTAL ADDRESS**

Send all snail-mail correspondence to this Postal Address:

**POSTAL ADDRESS ADDRESS:**

**South Africa Restaurants Menu, P.O. Box 62411, Marshalltown, 2107**

**So if you prefer to mail us a CD/Stiffy Disk with your Menu Document and Restaurant Images etc you can post them to the address above.**

## IS YOUR RESTAURANT IN JOHANNESBURG?

If your Restaurant is in Johannesburg you can email us and we will come and collect the CD/Stiffy etc with the relevant Document and images.

**Email Address** : [readme-menu@usa.net](mailto:readme-menu@usa.net)

*(Please ONLY ask us to come if you have something to give us)*

## MENU

Email us a **Microsoft Word OR PDF Document** of your **Restaurant Menu**.

We have uploaded a **Menu Template Document** you can **DOWNLOAD** at this web page (there is also a link to enable you to download this document):

<http://www.south-africa-restaurants-menu.com/restaurant-owner-info.html>

**(You don't have to delete prices before you send it to us – we are not going to list the prices on the website or on the downloadable Menu document anyway! – UNLESS you insist otherwise)**

**(Please Note: We won't accept hard/faxed copies as they mean too much work for us!)**

## YOUR RESTAURANT INFO

This information can be written on the **body of the email** or sent to us as a **Microsoft Word OR Adobe PDF** attachment.

### CONTACT PERSON & DETAILS

Send us the details of the contact person:

- Names & Position
- Contact Telephone Number
- Email Address
- City/Town
- Street Address (or Shopping Centre Address)
- Postal Address

### **OPERATING HOURS**

Give us your opening and closing times.

### **BRIEF DESCRIPTION**

Give us a **two to three paragraph** description of your restaurant.

### **CUISINE**

African/Italian/Greek/Portuguese etc OR try and be descriptive (e.g. **Seafood, Venison and Vineyard Wine** etc)

### **DRESS CODE**

Casual/Smart Casual/Jacket/Tuxedo?

### **KIDS STUFF**

Do you offer Baby Chairs, Kids Menu etc

### **AMENITIES**

Secure Parking etc?

### **DIRECTIONS**

How to we get to your restaurant?

(if you have a map sketch of the directions you can also email it, BUT also give the directions in words)

### **LANDMARK(S)**

Any **landmarks** you use when directing patrons to your restaurant?

(e.g. **“We are at Nelson Mandela Square next to Sandton City Shopping Centre”** OR **“Next to Damellin, corner of Republic and Hans Strydom Drive”** etc)

### **WEBSITE/IMAGES**

Do you have a website? If yes, then give us the **website address**. We can then get images to use on the Menu page and the Menu PDF document from the website. If you don't have a website please try and email us relevant restaurant images (**e.g. inside/outside of your restaurant**) in **JPG** or **GIF** formats.

**(PLEASE NOTE: If you want to email us something as an ATTACHMENT, you must FIRST contact us so that we know/expect to receive it OTHERWISE we will DELETE your email WITHOUT opening it.)**

We thank you for allocating time to read this information.

Kind Regards,

**South Africa Restaurants Menu Team**

**Email: [readme-menu@usa.net](mailto:readme-menu@usa.net)**

**Website: <http://www.south-africa-restaurants-menu.com>**

**Postal: P.O. Box 62411, Marshalltown, 2107**

**END**