

**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: 13 SEPTEMBER 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**. The Menu can also be delivered by **Email**. Again, a **Menu-by-Email** link is visible 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.

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 send by post a CD-Rom with the information in Microsoft Word).**

## **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-Rom with your Menu Document and Restaurant Images etc you can post them to the Postal 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-Rom 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 can also **Fax** us a Copy of your Menu BUT it may take time before it's listed on our website. We give first priority to emailed Documents (i.e. Menu documents that are written in Microsoft Word).

**Our Fax Number is: 088 011 791-7017 (Fax-to-Email)**

## 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 Malibongwe 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)**

**Fax : 088 011 791-7017**

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

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

**END**