

Dine Around Nova Scotia Ambassadors

Restaurant Association of NS
Discover Halifax



What is Dine Around

Dine Around Nova Scotia is a month-long event for restaurants, bars, cafes and hotels hosted every February to boost sales and bring awareness to potential guests in what is traditionally a very slow period in the industry. Restaurants participate for FREE and can choose to offer breakfast/brunch, lunch, and/or dinner offerings at set prices (\$10, \$20, \$30, \$40, \$50, \$60, \$70). Marketing materials and campaigns will be provided by RANS and Discover Halifax.

Dine Around Menus

Dine Around menus can be a packaged specials or a “prix fixe” menu with set prices of \$10, \$20, \$30, \$40, \$50, \$60, \$70.

A packaged special could be offering an appetizer or drink with the menu purchase. For example, a sandwich, donut and coffee special, or a beer and burger special.

A “prix fixe” menu is a menu at a set price. Often a prix fixe is a two or three course meal that has set options to choose from. For example, a two-course prix fixe menu might have your choice of two appetizers and three choices for mains.

*See page 2 for example menus

Building a Dine Around Menu

Dine Around is meant to be a marketing support to restaurants in a traditionally slow time of year. While it is encouraged that restaurants build menus at attractive prices for the customer, that does not mean they should be losing money on their menu. Some ways people have created Dine Around Menus: packaging together popular dishes into a menu, using ingredients that they already have on hand in a new way, bringing back a past menu item.

Example Dine Around Menu

Chop Restaurant
2025 Dine Around Menu

Packaged Special

Entrée & Drink Combo Lunch \$20

Includes entrée and drink

Entrée Options:
Chop Burger with fries
Beef Dip with fries
Avocado Super Bowl

Drink Options:
Glass of Prosecco
Big Life Euro Lager
Big Life Amber Ale

Prix Fixe 1

Dinner for Two Special Dinner \$60

Starters:
Two Caesar Salad

Mains:
Two Sirloin Steak Frites

Dessert:
Two Crème Brûlée

Prix Fixe 2

Three Course Menu Dinner \$50

Enjoy your choice of
one starter,
one entrée, plus a dessert.

Starters:
Caesar Salad
Feature Soup
Calamari

Entrées:
7oz Sirloin Oscar
Lemon-Truffle
Chicken Gnocchi
Maple-Bourbon Glazed Salmon
Prime Rib

Desserts:
Mini New York Cheesecake
with Seasonal Compote
Chocolate Pot de Crème
with Pistachio Praline



The Program

Dine Around was started in 2013 by the Restaurant Association of Nova Scotia as part of the Savour Food & Wine Festival to market restaurants and help provide incentive for diners to check out the culinary scene during a slower time of year.

In 2018, Discover Halifax came on as a major partner in the event and it has been growing ever since.

In 2025, Burnside Brewing joined as a local beer partner. Offering a discount to restaurants participating in Dine Around.

Ambassador Onboarding

While Dine Around has always been open to any restaurant in Nova Scotia, the majority of the participation has been within HRM. As a small team of three RANS is looking for partners in other communities such as Business Improvement Districts or Regional Enterprise Networks, that would like to grow Dine Around in their area, offering a great marketing opportunity for restaurants.

There is no cost for businesses to participate. RANS and Discover Halifax will provide marketing collateral and social media graphics. BIDs or RENs would be asked to bring the event to their local restaurants and use their channels to promote restaurant registration and Dine Around advertising leading up to and in the month of February.

- Introduce and encourage local restaurants to sign up.
- Share and support local restaurant's dine around marketing efforts with consumers.
- Pre-made marketing assets for your area.
- Your organization would be showcased as an Ambassador for Dine Around.

Restaurant Onboarding

Restaurants sign up through the Discover Halifax Website. They will submit their restaurant information, any blackout dates (ex: Valentine's Day), their Dine Around menu, and desired pictures. Their Dine Around Profile will be displayed on the Discover Halifax website as well as the Savour Food & Wine Festival website.

The only additional information we need is at the end of Dine Around we ask for the number of menus sold, so that our marketing team has an understanding of who and where people are eating out.

Bonus Restaurant Opportunities

Restaurants have the opportunity to give back. During registration, restaurants can choose to commit \$1 or \$2 of their menus sold to Dine Around's charity of choice. The charity of choice will be announced in November.

Restaurants have the opportunity for discounts from our local beverage partners. Beverage partners will be announced in November.

Marketing to Consumers

Getting restaurants on board is just one half of the puzzle! The other half is building awareness and excitement with customers. Posting about Dine Around, or if you are able, take time to try a dine around menu yourself. Dine Around is about getting people dining out at their favourite spots or trying somewhere new.



For more information:

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