

## Louisiana Culinary Trails Traveler Program



### Zero, Little, Big

The Louisiana Restaurant Association (LRA) in partnership with the Louisiana Office of Tourism (LOT) has designed a program to benefit participating LRA members. It's called Louisiana Culinary Trails Traveler (LCTT). What's in it for you? Zero cost, little effort, big pay-off.

### LCTT Benefits To Your Restaurant

- LCTT will drive out-of-state visitors to your restaurant
- Your restaurant will be featured on LOT's website for the duration of the program, which receives over 2.2 million hits annually.
- This site is a must for anyone traveling the state, and your logo will appear on the state's Culinary Trails page to specifically target people seeking great Louisiana restaurants.

<http://www.LouisianaCulinaryTrails.com>



## One, Two, Three

LRA members only have three simple responsibilities to gain all the benefits above.

1. Put a non-adhesive cling in your window and forget about it. These will be sent to you at no charge.

<Cling is 6" x 8">



2. Give each member of your wait staff a button to wear. These will be sent to you at no charge. Just submit an employee count.

<Button is 2.75" x 3.75" and has a pin back. >



ARTWORK @ ACTUAL SIZE  
2.75IN X 1.75IN

3. If a guest asks about the Louisiana Culinary Trails Traveler program, the waiter only has one responsibility. S/he simply hands the guest a small card. These will be sent to you at no charge. They spell out all instructions to participate, as well as the prizes the diner can receive. Your staff does not have to learn or present any narrative to the guest.

<Card is 2" x 3.5" when folded. They come pre-folded in a small box for easy storage.>



If you're visiting Louisiana, we bet that sampling our incredible cuisine is a big part of your itinerary. And while you may think that our gumbo, jambalaya, meat pies and étouffée are enough, we have some Louisiana Legèrissime for dessert.

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**\*LOUISIANA GUMBO TRIPS: SOME TRIPS GIVEN AS A REWARD OR EXTRA GIFT.**

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Louisiana's eight Culinary Trails can help you experience the distinct flavors and dishes that define our state's cuisine. And the more you explore, the more we reward you.

- Visit LouisianaTrails.com/Outdoors to find participating Louisiana Restaurant Association participants.
- Collect one of these cards from each different participating restaurant you visit.
- Redeem your cards for a gift:
  - 3 cards for a Louisiana recipe card and wax spoon
  - 4 or more cards for a recipe card, wax spoon and apron

To explore our Culinary Trails and get to know Louisiana, use these at a time.

Visit LouisianaTrails.com/Culinary to learn more about our Culinary Trails and download the Culinary Trails app.

**LOUISIANA**  
Pick your Region

\*This application is subject to change without notice. Louisiana Legèrissime is for use of state citizens only. All prizes are given on a first-come, first-served basis.

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**WHEN YOU'VE HAD YOUR FILL OF LOUISIANA'S CULINARY TRAILS**  
we'll have a lot of fun with you. Fill in the address on the back with the recipient.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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## Ready To Get Started?

Here's all the information we need from you. Please allow us two weeks to ship your materials and upload your listing onto our website.

Name of Restaurant: \_\_\_\_\_

Restaurant website: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name/Phone: \_\_\_\_\_

How many do you need?

Door clings: \_\_\_\_\_

Staff Buttons: \_\_\_\_\_

Please send this form to:

[lweill@crt.la.gov](mailto:lweill@crt.la.gov)

Please send a color logo in jpg or eps (minimum 200px wide x 165 px tall) to:

[lweill@crt.la.gov](mailto:lweill@crt.la.gov)

## Answers To Some FAQs:

- LRA participants can opt-in or opt-out at any time
- LOT is responsible for supplying and shipping redemption gifts to LCT Travelers
- Promotion will last as long as redemption gifts last
- LOT is happy to replenish your supplies (door clings, wait staff pins, program cards for diners)
- LOT will report results to the LRA at the end of the promotion.

## More Questions?

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