



May/June 2026 Issue

Join this Year's
Lynchburg Restaurant Week
June 13-20, 2026
Showcasing Your Unique
Cuisine with Locals!

2026 Lynchburg Restaurant Week:

- 1/2 page vertical ad in the Lynchburg Restaurant Week section. The ad can be either a formatted menu or a display ad containing a QR code leading to the restaurant's menu* on the LRW website.
- Expanded Meet the Chef Profile package with 1/2 page menu or display ad. *See reverse for more information.*
- Inclusion on all event Lynchburg Restaurant Week promotion with Lynchburg Scene + Taste newsletters and social media. This would be in May-June.
- Every participating restaurant will have a dedicated menu placement on LynchburgRestaurantWeek.com.
- Promotional posters given to each participant to be displayed in the restaurant window or entry.
- Patrons will vote online for their favorite LRW restaurant. The restaurant with the most votes will receive a **FREE full page ad** within *Lynchburg Living* in 2026.

1/2 Page Menu or Display Ad: \$905

**1/2 Page Menu or Display Ad with
Meet the Chef Profile Package: \$1,425**

Billing is upon publication. Invoices are emailed with net 15 terms.

***Complete 2026 LRW menu with price must be submitted by April 30, 2026.**

**Meet the Chef
Q&A Profiles**

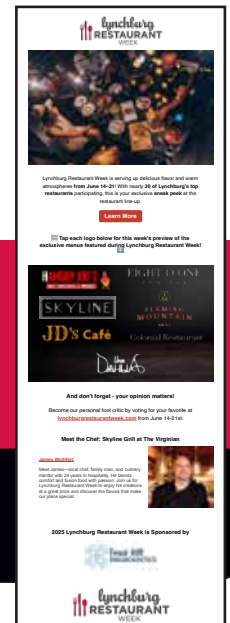
Expand your coverage with a
Meet the Chef Q&A Profile
with your menu. *See reverse
for more information.*



**12% of ALL
Revenue Proceeds
to be Donated to
Meals on
Wheels
of Greater Lynchburg**

Formatted Menu Sample Meet the Chef Profile Sample Display Ad Sample

**Lynchburg
Restaurant Week
Newsletter Sample**



IMPORTANT DATES

Space Reservation Deadline: 3/27/26

Ad Approval Deadline: 4/3/26

Final Menu Submission with Price: 4/30/26

ADDITIONAL OPPORTUNITIES

**Sponsorship
Opportunities Available!**

Contact your Account Executive for More Information

For More Information, Including Sponsorship Opportunities:

Missy Thoma

missy@lynchburgmag.com • 434-941-6506

Cindy Bryant

cindy@lynchburgmag.com • 434-841-4490

Jeff Perkins

jeffp@lynchburgmag.com • 864-617-9373

Meet the Chef Profiles

Expand your coverage and connect with local diners further by introducing the master behind your cuisine by pairing your LRW Menu with a Q&A style profile featuring your head chef. Profiles will appear on the same page as your menu, giving you a full page of coverage.

Meet the Chef Q&A profiles include 250 words of copy (including questions) provided by you and a supplied high-resolution image of your head chef or the person who you would like to represent your kitchen management.

Questions can be chosen from the sample list below or customized by you.*

Sample Questions:

- Can you tell us a bit about your culinary background and how you got started as a chef?
- What or who inspired you to pursue a career in the culinary arts?
- Could you share some highlights from your culinary journey so far?
- How would you describe your cooking style or culinary philosophy?
- What are some of your favorite ingredients to work with, and why?
- Do you have any signature dishes or specialties that you're particularly proud of?
- Who are some chefs or culinary figures that have influenced you the most?
- Where do you draw inspiration from when creating new dishes?
- What kitchen or cooking secret do you feel most people don't know about?
- What can people expect when they have your food?
- In your opinion, what makes a great dish?
- How did you choose the LRW menu this year?

**Depending on the length of answers, approximately 5-6 questions with answers fill 250 words.*

IMPORTANT DATES

Space Reservation Deadline: 3/27/26

Ad Approval Deadline: 4/3/26

Lynchburg Restaurant Week: June 15-22, 2026

Meet the Chef Profile Sample

(Profiles are designed in the preformatted template shown)

For More Information:

Missy Thoma

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Cindy Bryant

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SCOTT DINWIDDIE 221 Tap & Table

Can you tell us a bit about your culinary background and how you got started as a chef?

I started out as a dishwasher. As all the greatest chefs do. I started working my way around the Lynchburg local places. Some of the greatest Chefs and Managers gave me the tools I needed to become an excellent leader and growing Chef.

What and who inspired you to pursue a career in the culinary arts? My family and friends

always got so excited when I would make them food. They would always say I should become a Chef.

Could you share some highlights from your culinary journey so far? Biggest highlight for me, is being featured in the *Lynchburg Living* magazine for Best Chef a few years back. Opening Iron and Ale with some great individuals. Becoming the Chef for 221 Tap & Table.

Where do you draw inspiration from when creating new dishes? I really love to mix the old way with what's new and trendy. Cookbooks, social media, and other restaurants in big cities.

Who are some chefs or culinary figures that have influenced you the most? Ken and Jess Hess, Dallas Evans, Anthony Bourdain, Michael Mazur, Tim Clinton, Thomas Keller, Jiro Ono, Jeffrey Eames.

How did you choose the LRW menu this year? I chose the menu because I want to feature all new items from My Chefs Table which I am very excited about.

In your opinion, what makes a great dish? I personally believe that a great dish is made from many trial and errors in the kitchen. Finally realizing that you are truly passionate about the ingredients and surroundings in which you are developing said dish. Cooking is for other people to enjoy your passion and learn from you without even saying a word.



221 TAP & TABLE

14521 Forest Road, Forest, VA 24551
434-616-2071 • 221forest.com



2026
15th Annual



lynchburg RESTAURANT WEEK

presented by:



COMPANY: _____ DATE: _____

CONTACT: _____ PHONE: _____

ADDRESS: _____ FAX: _____

CITY: _____ STATE: _____ ZIP: _____ EMAIL: _____

Reduced Restaurant Prices:

One 1/2 Page Menu or Display Ad: \$905 Billed in 2 installments of \$440

One 1/2 Page Menu or Display Ad with Meet the Chef Profile: \$1,425 Billed in 2 installments of \$695

Ad Space Deadline: March 27, 2026 | Ad Approval Deadline: April 3, 2026

Final Menu Submission with Prices: April 30, 2026*

***Note:** Menus will be posted on LynchburgRestaurantWeek.com once information is received.

The earlier information is received the more promotional visibility. **Deadline for all menu information is April 30, 2026.**

AD COST: _____ CONTRACT TOTAL: _____

DATE: _____ SIGNATURE: _____

1. All advertising is subject to publisher's approval and publisher reserves the right to reject any advertising and assumes no liability if for any reason it becomes necessary to omit an advertisement.

2. Artwork Responsibility: Submission of artwork is the responsibility of the advertiser. Artwork from the previous insertion will be run if the artwork is not received by the artwork deadline. If the client has not run a previous ad, the client will be liable for the cost of the contracted space not used, and the space will be allocated at the discretion of the publisher. Advertisers will incur production costs for any changes made to initial advertisement in subsequent issues.

3. The publisher liability for any error will not exceed the charge for the advertising in question.

4. Advertiser's contract may be suspended or canceled upon written notice received by publisher prior to published Advertising Close Date for the appropriate issue. Failure to complete contract as written to qualify for Multiple Issue Discount Rates will result in the loss of all discounts and the rate will be adjusted to that earned by actual numbers of advertisements already run.

5. All payments will be due upon receipt of invoice and delinquent 15 days after the invoice date. Overdue account may be charged a 2% monthly service charge (24% annually). In the event of non-payment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher and for reasonable collection costs, including court cost and attorney fees.

6. The advertiser and /or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions proceedings, recoveries, or expenses of any nature whatsoever, including reasonable fees of counsel selected by publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter of things contained in the advertisement.

7. The construction, interpretation, and performance of any advertising contracts and/or insertion orders shall be govern by the domestic laws of Virginia, USA.

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