

FIRA Introduces Local Rewards!



FIRA, the Favorite Independent Restaurant Association is proud to announce the introduction of FIRA Local Rewards, a frequent dining program made available to consumers who frequent FIRA member restaurants through southern ME and NH.

Upon signing up, Local Rewards members receive a Local Rewards Card that is swiped each time they dine at any one of the 32 participating FIRA Member Restaurants. All dollars spent on food and beverage during each visit are translated to points and credited to their account. These consumers then earn valuable discounts as they accrue specific levels of points. They are also eligible to participate in special promotions put on by FIRA throughout the year. The card is also made available as a gift card and will provide recipients with a gift redeemable at anyone of the 32 participating member restaurants.

At the same time Local Rewards members are enjoying the local flavor as well as the points they are accruing, FIRA restaurants are gathering a wealth of information on these participating customers including contact information, dining frequency, and dining pattern. Access to this valuable information truly allows these restaurants to better market to their consumers and specifically target their best customers through their own promotions in addition to FIRA sponsored events.

The program, utilizing technology provided by Profit Point of Nashville TN, follows a series of promotions developed by the Favorite Independent Restaurant Association to encourage tourists and locals alike to support their local independent restaurants. For a complete listing of FIRA Member restaurants, or to find more information on how to sign up for Local Rewards, please visit www.localflavor.org or call 1-877-EAT-FIRA.

FIRA, founded by Favorite Foods Inc. in 2002, is a non-profit entity dedicated to helping local independent restaurants compete a markets dominated by national chain restaurants. Facilitated by Favorite Foods and made up of local independent restaurant owners, FIRA provides a forum by which the association members can meet to share ideas on best practices, contribute to and participate in advertising and marketing campaigns promoting local independent restaurants, and harness their collective buying power to better purchase goods and services from area providers.