

— TOP 50 —

# INSTAGRAM REEL IDEAS

FOR RESTAURANTS



**KAREE LAING**

POWERED BY RESTAURANT BRAND BUILDERS

# TOP 50 IG REEL IDEAS FOR RESTAURANTS

How To Effectively Captivate Your Audience and  
Drive Engagement on Social Media

Karee Laing



Social media isn't  
just a platform; it's  
the heartbeat of our  
restaurant's story,  
connecting us with the  
diners who make every  
meal memorable.



# WELCOME TO THE WORLD OF DIGITAL MARKETING

where the power of visual storytelling can transform a restaurant's presence from local favorite to a social media sensation.

My name is Karee Laing, and I am thrilled to guide you on this journey through the dynamic and ever-evolving landscape of Instagram Reels. With over a decade of experience in restaurant marketing, I've had the privilege of helping countless restaurants enhance their digital presence and engage with their communities in meaningful ways.

In this book, I bring you the secrets of leveraging Instagram Reels to drive unparalleled engagement and growth for your restaurant. Instagram Reels have revolutionized the way we consume content, offering a captivating blend of creativity, authenticity, and immediacy. They are short, engaging, and highly shareable, making them a powerful tool for capturing the attention of potential customers and turning them into loyal patrons.

Throughout these pages, you will discover the importance of Reels in the digital marketing arsenal, learn from the Top 50 Reels that our team has spent hours searching and sourcing, and gain practical insights into creating your own compelling Reels.

From highlighting mouth-watering dishes to showcasing the unique personality of your restaurant, Instagram Reels offer an unparalleled opportunity to connect with your audience in a way that is both personal and impactful.

I believe that every restaurant, regardless of its size or location, has the potential to shine brightly on social media. This book is designed to equip you with practical ideas and inspiration to harness the full potential of Instagram Reels and elevate your restaurant's brand.

So, whether you're a seasoned restaurant owner looking to stay ahead of the curve or a newcomer eager to make your mark, this book is for you. Let's embark on this exciting journey together and turn your Instagram Reels into a powerful force for engagement and growth. Here's to creating captivating content, building lasting connections, and driving your restaurant's success to new heights.

**READY TO GET STARTED?! LET'S GO!**

# START HERE

## How to Use the Top 50 Instagram Reels Ideas for Your Restaurant

### 1. Review and Reflect:

- **Read through the List:** Start by carefully reading each of the Top 50 Instagram Reels Ideas.
- **Identify Your Goals:** Reflect on what you aim to achieve with your Reels – whether it's increasing foot traffic, showcasing new menu items, or building brand awareness.

### 2. Select Relevant Ideas:

- **Match Your Brand:** Choose the Reels ideas that align with your restaurant's personality, style, and target audience.
- **Consider Current Promotions:** Select ideas that can highlight current offers, events, or seasonal specials.

### 3. Plan Your Content:

- **Create a Content Calendar:** Schedule when and how often you will post Reels. Consistency is key to maintaining engagement.
- **Storyboard Your Reels:** Outline the key points and visuals for each Reel to ensure a cohesive and engaging story.

### 4. Gather Resources:

- **Prepare Ingredients and Props:** Ensure you have all the necessary items like ingredients, props, and decorations to make your Reels visually appealing.
- **Set Up Your Filming Area:** Create a well-lit, clutter-free space to shoot your Reels, highlighting your restaurant's ambiance.

### 5. Record and Edit:

- **Film Your Reels:** Use your smartphone or camera to capture high-quality footage. Be authentic and have fun with the process.
- **Edit Creatively:** Use Instagram's editing tools or external apps to enhance your Reels with music, text overlays, and effects.

### 6. Optimize for Engagement:

- **Write Compelling Captions:** Include engaging captions with relevant hashtags to increase discoverability.
- **Include a Call-to-Action:** Encourage viewers to visit your restaurant, share the Reel, or engage with your content in other ways.

### 7. Post and Monitor:

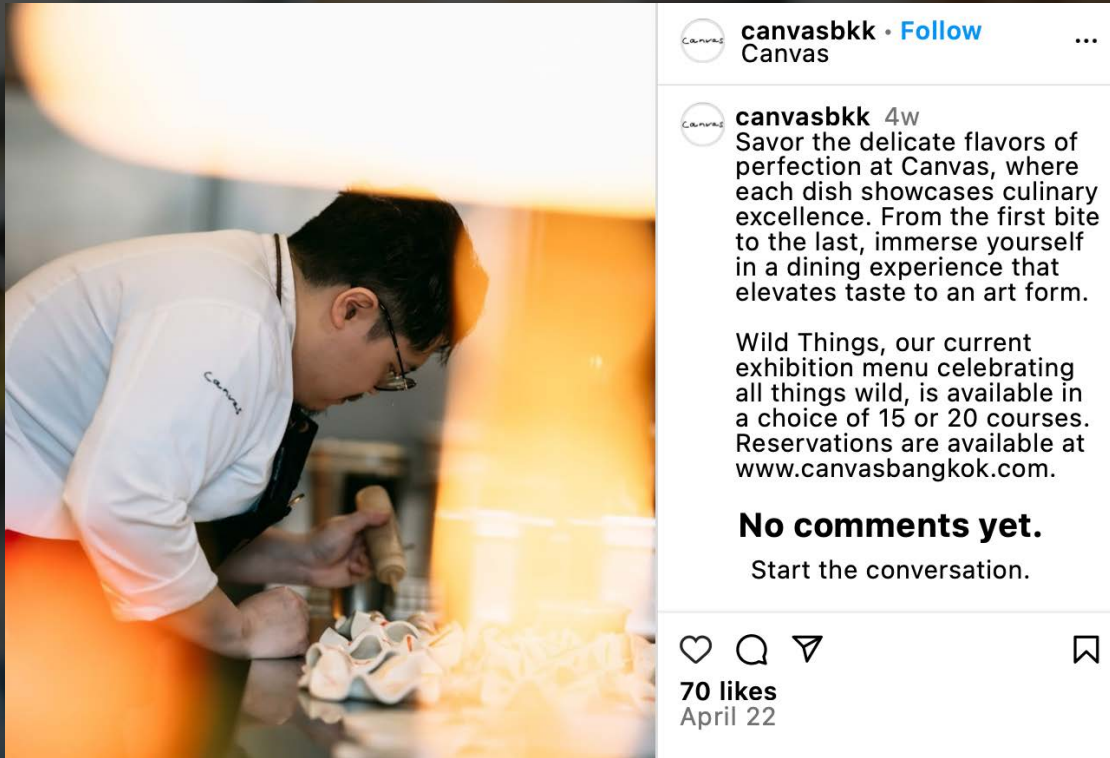
- **Publish Consistently:** Stick to your content calendar and post your Reels at optimal times for your audience.
- **Engage with Viewers:** Respond to comments, messages, and interactions to build a community around your content.

### 8. Analyze and Adjust:

- **Track Performance:** Use Instagram Insights to monitor the performance of your Reels, noting which types generate the most engagement.
- **Refine Your Strategy:** Based on your analysis, tweak your content strategy to focus on the ideas and formats that work best for your audience.

By following these instructions, you can effectively leverage the Top 50 Instagram Reels Ideas to boost your restaurant's visibility, engagement, and success on social media.





## TOP 50 INSTAGRAM REEL IDEAS FOR RESTAURANTS

Creating engaging content like Reels and videos is crucial for restaurants aiming to increase visibility and customer engagement. Social media platforms, especially Instagram, provide an ideal space for showcasing your culinary offerings, unique dining experiences, and the personality of your brand.



## WHY REELS AND VIDEOS?

1. **Increased Reach:** Social media platforms have billions of users, giving restaurants a huge audience to engage with. Reels are favored by algorithms, ensuring your content reaches a wider audience.
2. **Visual Appeal:** Videos can beautifully capture the essence of your dishes and ambiance, making them more enticing.
3. **Customer Engagement:** Interactive and visually appealing content can spark conversations and drive customer interactions.
4. **Brand Building:** Consistent and creative video content helps in establishing and reinforcing your brand identity.
5. **Drive Customer Loyalty:** By regularly posting and engaging with their audience, restaurants can create a sense of community and build customer loyalty. This leads to repeat business, positive word-of-mouth referrals, and content sharing among users.

[RESTAURANTBRANDBUILDERS.COM](https://restaurantbrandbuilders.com)

## IMPACT ON BUSINESS

Engaging Reels and videos can significantly boost your restaurant's online presence, attract new customers, and retain existing ones. They serve as powerful marketing tools to showcase what sets your restaurant apart, highlight special events, and connect with your community on a more personal level. Embracing this content strategy is essential for staying competitive and relevant in the ever-evolving digital landscape.

### DID YOU KNOW?!

- Your customers use Instagram to make decisions
- **81% of people** use Instagram for research on companies, products, and services.
- **50% of people** have visited a website to purchase a product/service or learn more about what they saw on the app.
- **90% of users** follow one or more businesses on the app.
- Food is one of the best performing content types on Instagram
- **1/3 of the most-viewed** Instagram Stories are created by businesses.
- Instagram Reels receive a **22% higher** engagement rate than regular video content.
- Social video generates **1,200% more shares** than text and image content combined.





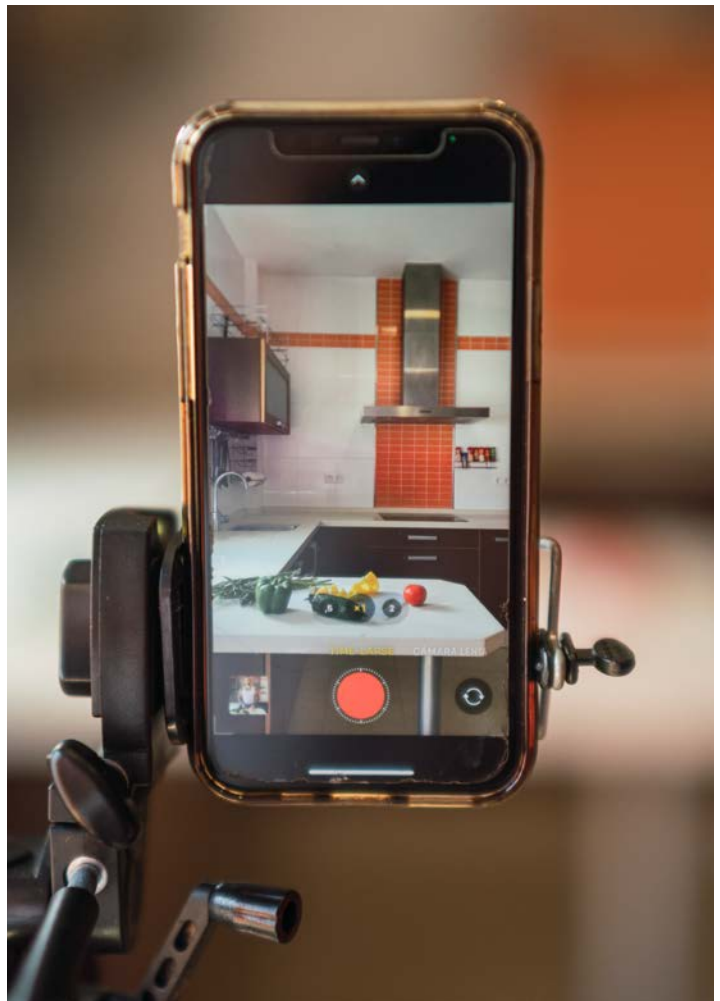


# TOP 10 BEST PRACTICES FOR CREATING INSTAGRAM REELS

Creating effective IG Reels is a must for increasing engagement with your audience, showcasing your restaurant's offerings, and boosting your online presence. Here are our top 10 best practices for creating Instagram reels.

1. **Use the Correct Dimensions:** Reels should be 1080 × 1920 pixels to ensure they display properly on all devices.
2. **Optimal Length:** Keep Reels between 15 to 30 seconds. This is long enough to convey your message but short enough to maintain viewer interest.
3. **High-Quality Video:** Use a good camera or smartphone to capture high-quality footage. Ensure good lighting and clear audio.
4. **Vertical Format:** Always shoot in vertical format. Instagram Reels are designed to be viewed vertically, so make sure your content fits this format.
5. **Engaging First Few Seconds:** Capture attention within the first 3 seconds. Start with something visually striking or interesting to hook viewers.
6. **Use Captions:** Include captions to make your content accessible to all viewers, including those watching without sound.
7. **Incorporate Music and Sound Effects:** Add popular music tracks or sound effects to enhance your video. This makes your Reels more engaging and fun to watch.
8. **Consistent Branding:** Use your restaurant's logo, colors, and style consistently in your Reels to build brand recognition.
9. **Call-to-Action (CTA):** Include a clear CTA, such as "Visit us today!" or "Order now!" to guide viewers on what to do next.
10. **Post Regularly:** Maintain a consistent posting schedule to keep your audience engaged. Aim for at least one Reel per week.





## HOW TO MAKE A REEL ON INSTAGRAM FOR YOUR RESTAURANT

1. Open your restaurant's Instagram account, click the plus sign at the top right, and select "Reel."
2. Record a video by clicking the Reels button or choose one from your camera roll.
3. Preview your video, and add filters, volume adjustments, stickers, music, and text.
4. When ready, click "share to" to start posting your Reel.
5. Pick a cover image, write a caption, and add any necessary tags.
6. Click "share to Reels" to publish or save it in drafts to post later.

# TOP 50 INSTAGRAM REEL IDEAS FOR RESTAURANTS

Creating engaging content for Instagram Reels can significantly boost your restaurant's visibility and customer engagement. Here are 50 ideas to help you get started:

1. **BEHIND-THE-SCENES:**  
Showcase the kitchen, cooking process, or staff interactions.
2. **MENU HIGHLIGHTS:**  
Feature your best-selling dishes or new menu items.
3. **CUSTOMER TESTIMONIALS:**  
Share positive reviews and dining experiences.

VISIT LINK BELOW OR SCAN QR  
CODE TO VIEW ALL REELS  
[BIT.LY/TOP50REELSIDES](https://bit.ly/top50reelsideas)



4. **RECIPE TUTORIALS:**

Teach followers how to make a signature dish or cocktail.

5. **SPECIAL EVENTS:**

Highlight promotions, events, or theme nights.

6. **FOOD PREPARATION:**

Show the preparation process of popular dishes.

4



**th3\_blonde\_chef** • Follow ...  
Danger Twins • Showin' ...

**th3\_blonde\_chef** • 90w  
Savory Bread Pudding Full Recipe Below

Yield: 24 muffins

2 French baguettes, diced

1 quart heavy cream  
1 Tablespoon black peppercorns  
1 sprig fresh Rosemary  
1 small bundle of Thyme  
1 teaspoon crushed Mediterranean Aleppo pepper

1.5 teaspoons onion powder  
1 teaspoon ground black pepper

273 likes  
August 24, 2022

5



**raincouvreater** • Follow ...  
y and nomsmag  
Father John Misty • Real...

**raincouvreatery** • 13w  
Amazing Deal Alert \$230 -> \$130 Multi Course Set Menu

This beautiful restaurant located in a prime spot across from Vancouver Convention Centre & Canada Place, @rileysvancouver, is having a "Buy-Up Before The Time's Up" promotion. This menu, valued at \$230, will be available for \$130, 3 dishes for first course, lobster & steak for entrees with 3 sides and a dessert. Although designed for 2 people, it can

611 likes  
February 19

6



**gordongram and gordonramsayb arandgrill** • Follow ...  
Charlotte Cardin • Feel ...

**gordongram** • 6w  
Beautiful halibut with buttered spinach and a cucumber herb salad at @gordonramsaybarandgrill !!

**didedowilldo** • 6w  
Can you make low a calorie/cholesterol food ?  
4 likes Reply

— View all 3 replies

**califorkyeah** • 6w  
Too much grass on top  
56 likes Reply

16,431 likes  
April 10

VISIT LINK BELOW OR SCAN QR CODE TO VIEW ALL REELS  
[BIT.LY/TOP50REELSIDEAS](https://bit.ly/top50reelsideas)





7. **CHEF INTRODUCTIONS:**

Feature your chefs and their cooking philosophies.

8. **SEASONAL DISHES:**

Promote special seasonal items or holiday menus.

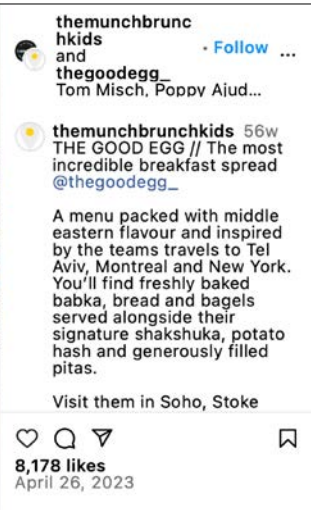
9. **LIVE MUSIC NIGHTS:**

Showcase live performances or special entertainment events.

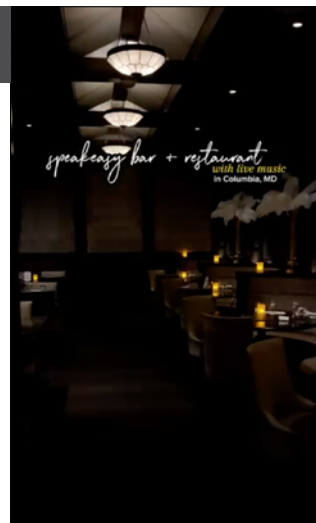
7



8



9



VISIT LINK BELOW OR SCAN QR  
CODE TO VIEW ALL REELS  
[BIT.LY/TOP50REELSIDES](https://bit.ly/top50reelsideas)



billy



10. **LOCAL INGREDIENT SOURCING:**

Highlight your use of local ingredients.

11. **STAFF SPOTLIGHTS:**

Introduce your team members to your audience.

12. **CUSTOMER INTERACTIONS:**

Capture candid moments of customers enjoying their meals.

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[BIT.LY/TOP50REELSIDEAS](https://bit.ly/top50reelsideas)



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10



11



12



13. **DISH COMPARISONS:**

Compare similar dishes and ask followers to choose their favorite.

14. **DIETARY OPTIONS:**

Highlight vegetarian, vegan, or gluten-free options.

15. **DRINK MIXOLOGY:**

Showcase the creation of unique cocktails or beverages.

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13



14



15



16. **DAILY SPECIALS:**

Announce daily or weekly special offers.

17. **OPENING HOURS ANNOUNCEMENTS:**

Inform followers about any changes in your operating hours.

18. **COOKING TIPS:**

Share quick cooking tips or kitchen hacks.

16



**cantina.ok** · Follow  
Original audio

**cantina.ok** Edited · 57w  
WEEKLY SPECIAL. @ester\_au OK!  
Inspired by our favourite restaurant and their incredible desserts. Tequila, Punto Piña, Toasted Meringue. #CantinaOK

**alejaguinaga** 57w  
Nom ❤️  
1 like Reply See translation

**madisonjademusic\_9** 57w  
Oh my goodness shall we go @misssarahbrowne 🤩  
2 likes Reply

246 likes  
April 18, 2023

17



**callebakery** · Follow  
Original audio

**callebakery** 8w  
That's right Melbourne...  
We will be open all 4 days over the long Easter weekend! (29th March - 1st April)  
YES! You heard it right and to continue the great news...  
All our weekend specials will be available across all 4 days starting from 10am so check out our opening hours to be prepared!  
15% PH surcharge will apply on all 4 days, thank you for your understanding.

151 likes  
March 25

18



**ember\_mt** · Follow  
Original audio

**ember\_mt** 10w  
Quenelle tutorial! One of the tricks of the trade. #chef #food #quenelle #spoon #restaurant

**clear.wtrfall** 9w  
I don't think either quenelle looked great  
122 likes Reply  
View all 13 replies

**andersen\_thorne** 9w  
Is a quenelle just a different word for rochet?  
5 likes Reply  
View all 3 replies

7,594 likes  
March 13

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19. **CULTURAL CELEBRATIONS:**

Highlight dishes for specific cultural holidays or events.

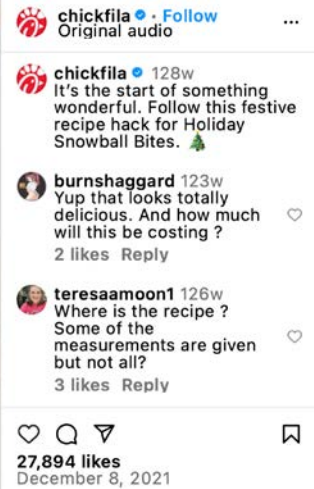
20. **INTERACTIVE POLLS:**

Engage followers with polls about their favorite dishes or drinks.

21. **FOOD CHALLENGES:**

Feature fun food challenges or competitions.

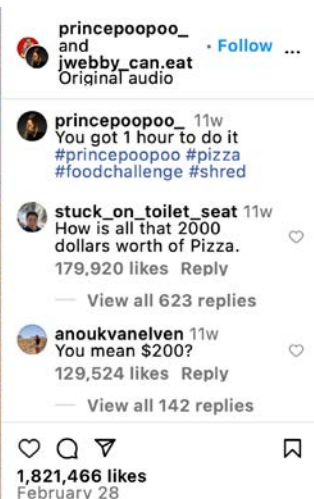
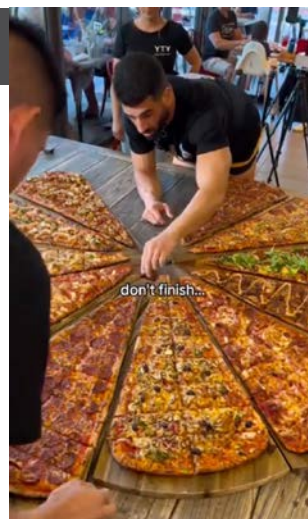
19



20



21



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billy



22. **TIME-LAPSE COOKING:**

Create time-lapse videos of dishes being prepared.

23. **FOOD ART:**

Showcase the artistic presentation of your dishes.

24. **RESTAURANT AMBIANCE:**

Highlight the interior design and ambiance of your restaurant.

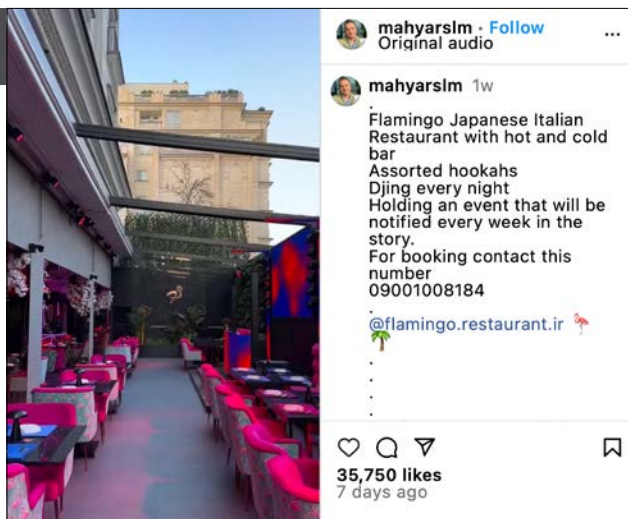
22



23



24



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[BIT.LY/TOP50REELSIDEAS](https://bit.ly/top50reelsideas)



25. **DISH ORIGINS:**

Share the history or story behind popular dishes.

26. **PARTNERSHIPS:**

Promote collaborations with local businesses or suppliers.

27. **FOOD PHOTOGRAPHY TIPS:**

Share tips on how to take great food photos.

25



**biteoriginals** • Follow  
Original audio

**biteoriginals** • 2d  
Did you know... Sort of like Chicago Deep Dish Pizza vs. a New York Slice, different regions in Poland also have different styles of dough in their Pierogies, with some being thicker and some being thinner 🥟

@gabchappel was lucky enough to learn some tricks of the trade from the owner and chefs at @pierozebrooklyn, but they still had to keep some of their secrets that set them apart 🤫🤫

#GabisNextCourse

116 likes  
2 days ago

26



**coloradochecklist** • Follow  
PREP • As It Was

**coloradochecklist** Edit • 69d  
It's #nationalglutenfreeday, and I want to introduce you to the first gluten-free brewery and restaurant partnership in the US- which is right here in Colorado! 🍷

📍 @holidailybrew and @justbekitchen are under the same roof at @landmarkdtc

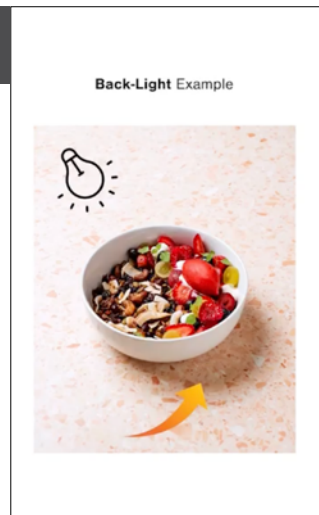
These two women-owned local businesses are serving up delicious and flavorful gluten-free beer and food in a great space in DTC!

6,711 likes  
January 13, 2023

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27



**jacobmanfred** • Follow  
Original audio

**jacobmanfred** 16w  
My 'GO-TO' light setups for Cafes & Restaurants 📸 (this clip has been extracted from my online workshop helping photographers transition from natural light to flash photography).

⚡ To find out more, visit the link in my bio or send me a message! 📩

#foodphotography  
#foodphotographytips  
#artificiallightworkshop 🍷

**b.sandkvist** 16w  
What light do you use? 🤔

6,313 likes  
January 30

28. **GUEST CHEF APPEARANCES:**

Feature guest chefs and their unique recipes.

29. **BAKING TUTORIALS:**

Showcase the baking process of bread, pastries, or desserts.

30. **MENU ITEM PLATING:**

Show the ingredients for the menu items and how each come together to make the final dish.

28



**notorious\_foo** • Follow ...  
die  
Dave, Central Cee • Spri...

Spaghetti at @macakizihotel with @chefaretsahakyan - the most delicious pasta with the most amazing company. Full recipe below! 🍝👍👍👍

1. Get yourself a beautiful large blue lobster - blast freeze for 30 mins so it's sedated and then dismantle. The leg movement can happen when a nerve is triggered  
2. Twist off the claws and cut through the middle to split it in half, then remove the tomalley and cut into evenly sized chunks, shell on  
3. Season with salt and pepper, then lace a med-high

51,053 likes  
June 11, 2023

29



**kitchen\_bythe sea** • Follow ...  
Minnz Piano • Invisible ...

**kitchen\_bythesea** • 5w  
Strawberry cupcakes with a strawberry core and strawberry cream cheese icing are a strawberry lovers dream.

Full strawberry cupcake recipe linked in bio or visit <https://kitchen-by-the-sea.com/strawberry-cupcakes-with-cream-cheese-icing-and-a-fresh-strawberry-core/>

Strawberry Puree:  
1 pound of fresh hulled and sliced strawberries  
Strawberry Cake:

1,405 likes  
April 12

30



**thegingermanre** • Follow ...  
staurant  
trinxmusic • TRINIX x S...

**karlaramendieta** 35w  
Bella!!  
Reply

**repenique88** 38w  
👍👍👍  
Reply

**chef.vitalii.nuzhniy** 39w  
👍👍  
Reply

**notsupratim** 41w  
Doesn't the food get cold while making all this decorations?  
Reply

7,645 likes  
July 11, 2023

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### 31. SUSTAINABILITY EFFORTS:

Highlight your restaurant's sustainability practices.

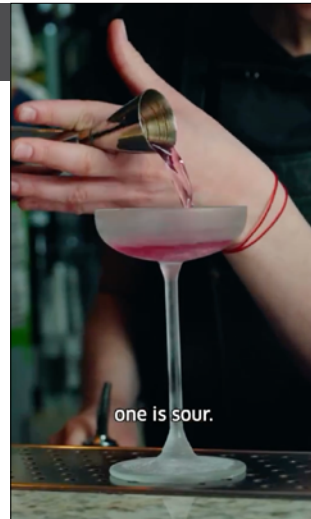
### 32. RECIPE TESTING:

Show the process of testing and perfecting new recipes.

### 33. DIY KITS:

Promote DIY meal kits for customers to try at home.

31



foodmadegood and 3 others · Follow ...  
Original audio

foodmadegood · 1w  
Sustainability is the cornerstone of Chef @adamhandling's UK restaurant and bar group (@frogbyah, @uglybutterflybyah, @evebarldn, @lochandtyne). He champions 'Sustainable British Luxury', a philosophy that involves forging strong partnerships with local suppliers to showcase British flavours, with fewer ingredients on the plate and using every part of an ingredient. Recognising the value in what's often thrown away makes changing your

1,962 likes  
May 9

32



j\_l\_chef · Follow ...  
Original audio

j\_l\_chef Edited · 45w  
New Gronda video White Tomato Sorbet 🍷, you can find the recipe on my @gronda profile. You can find the link in my instagram Bio .

Come and have a look.  
Some testing for a new dish.

#finedining#michelinstar#michelinrestaurant#restaurant#restaurant#otterdam#city#restaurant#delicious  
#foodporn#instagood#instafood#instagram#video

335 likes  
July 11, 2023

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BIT.LY/TOP50REELSIDEAS



billy

33



vancity.hungrycouple · Follow ...  
Sam Tinsesz · Play with...

vancity.hungrycouple · 105w  
DIY temaki sushi (hand roll) kit and BOGO hand rolls from @noribombs 🍣🌟 Operating out of @cohocommissary and a sister restaurant of @kozusushipizza, @noribombs offers delicious hand rolls and super fun DIY hand roll kits! 🥳 In celebration of their grand opening, @noribombs is doing a BOGO offer! 🍷 See 📍 for details. #nomswithAJ

BOGO Promo:  
BOGO select hand rolls order on @uber.eatscanada! Available now until May 26th.

301 likes  
May 17, 2022



34. **THROWBACK POSTS:**

Share old photos or videos of an exciting memory for your restaurant or even the journey.

35. **FUN FACTS:**

Share interesting facts about your restaurant or cuisine.

36. **FESTIVE DECORATIONS:**

Showcase seasonal or festive decorations in your restaurant.

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34



julescooking and chefkirk\_w · Follow ...  
Frank Ocean · Pink + W...

julescooking · 1w  
Let's all wish @chefkirk\_w a happy birthday! 🎉 A little throwback to when we spend the day cooking in his restaurant @jaanbykirk in Singapore. 🇸🇬 Full vid on my YouTube 📺

murfturf · 1w  
What is the name of that machine plz!  
5 likes Reply

— View all 1 replies

gabschikowa · 1w

7,897 likes  
May 13

35



griot.kitchen and twossaints · Follow ...  
Original audio

griot.kitchen · 1w  
Let's learn some Kwéyòl with @griot.kitchen and @twossaints !

Did you know there were this many ways to say plantain let us know in the poll below 🗳️

-

Follow for more everything food, community and education 🌍

#griotkitchen #african #plantain #food #africandiaspora

361 likes  
May 10

36



prettittlelondon · Follow ...  
Nat King Cole · The Chri...

prettittlelondon · 25w  
Is this the most festive restaurant in London right now? @daphneslondon we loved the incredible Christmas decorations, the festive cocktails and the Italian dishes 🍷 pr invite #christmas #christmasinlondon #prettittlelondon #londonrestaurants

eve.lin.fei · 25w  
After this reel next available table is in January 🥰  
3 likes Reply

15,592 likes  
November 24, 2023

37. **BEHIND-THE-MENU:**

Explain the inspiration behind your menu items.

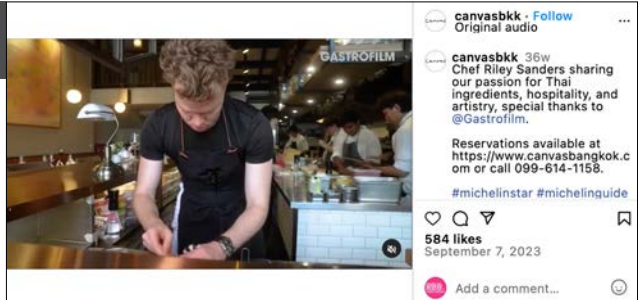
38. **FOOD PAIRINGS:**

Suggest perfect food and drink pairings.

39. **LOCAL COMMUNITY INVOLVEMENT:**

Highlight your involvement in local community events.

37



38



39



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#### 40. THEMED NIGHTS:

Promote special themed nights, like taco Tuesday or sushi Saturday.

#### 41. YOUR RESTAURANT POLICIES:

Provide guests in a question and answer style with your take on key or important policies that make you a one-of-a-kind restaurant that goes above and beyond!

#### 42. CUSTOMER RECIPES:

Share recipes submitted by your customers.

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40



**ocfeed and revolucioncanti** · Follow ...  
na  
Mike Perry · Late Nights

**ocfeed** Edited · 6w  
@ocfeed follow for things to do in OC  
@revolucioncantina has the most insane taco tuesday in all of OC.

205 N Harbor Blvd, Fullerton, CA 92832

It's \$15 for an all you can eat buffet with an absurd amount of options for the price.

They have over 10 protein options - carne asada, birria, pollo asado, grilled chicken, carnitas...the list goes on,

322,092 likes  
April 4

41



**detroit75kitchen** · Follow ...  
n  
Original audio

**detroit75kitchen** 4w  
Should a restaurant serve a customer who comes only a couple of minutes before closing?

All restaurants do things differently in this regard, but to me, the kitchen doesn't close until all of the tickets are complete.

Sometimes, that means we are cooking well after our "closing time", but if it means that all of our guests get served, it's well worth it in my opinion.

17,986 likes  
April 21

42



**chefmaychow and littlebaohk** · Follow ...  
Original audio

**chefmaychow** Edited · 1w  
Create a new menu with me!

I ultimately want to create for our little bao fans. For the upcoming seasons, I would love YOU to let me know what ingredients and dishes you want me to create.

If we use the idea, I would love to invite you to join us for tasting the creations before our launch. For those not in Hong Kong, we will share the recipes with you to recreate at home!

Our first seasonal menu

394 likes  
May 13



#### 43. **FITNESS AND FOOD:**

Partner with fitness influencers to promote healthy menu options.

#### 44. **VIRTUAL TOURS:**

Give a virtual tour of your restaurant.

#### 45. **KIDS' MENU HIGHLIGHTS:**

Feature fun and tasty items from your kids' menu.

VISIT LINK BELOW OR SCAN QR  
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43



44



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46. **PREPARATION STATIONS:**

Highlight different preparation stations in your kitchen.

47. **INTERACTIVE Q&A:**

Host a Q&A session with your chef or staff.

48. **PET-FRIENDLY FEATURES:**

Showcase pet-friendly areas or events.

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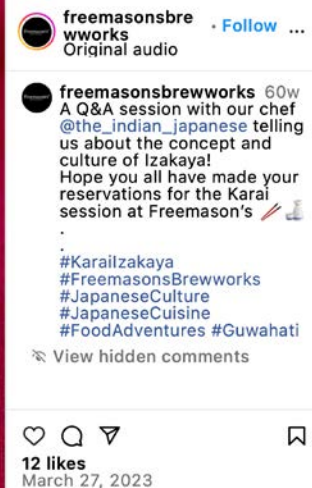


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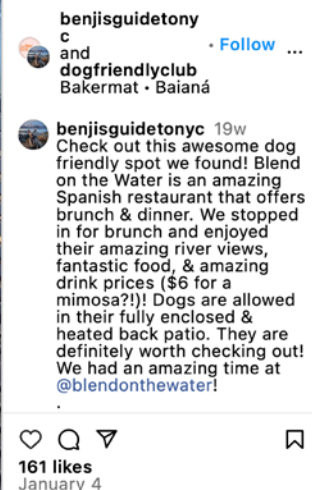
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48



#### 49. **RESTAURANT MILESTONES:**

Celebrate and share significant milestones or anniversaries.

#### 50. **BEHIND-THE-RECIPE:**

Share the detailed process and secret ingredients behind your signature dishes.

49



50



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billy

## CREATING ENGAGING CONTENT LIKE REELS AND VIDEOS IS CRUCIAL FOR RESTAURANTS TO STAND OUT AND ATTRACT CUSTOMERS IN TODAY'S DIGITAL LANDSCAPE.

Visual content grabs attention and encourages interaction, helping to increase likes, comments, and shares. Types of content to consider include behind-the-scenes glimpses, customer testimonials, special events, and recipe tutorials. The benefits of incorporating such content include increased visibility through social media algorithms, a stronger brand identity, and enhanced customer loyalty. To succeed, it's important to post consistently, be authentic, and use analytics to refine your strategy. By incorporating engaging content like Reels and videos into your marketing mix, you can effectively showcase your restaurant's unique offerings, connect with your audience, and drive more foot traffic and sales. Remember, the key is to be creative, authentic, and consistent in your approach.



## NOTES



"Invest in content that tells your story, leverage social media to share your journey, and captivate your audience with every post. Your restaurant is more than just food—it's an experience waiting to be shared. This will not only build a loyal customer base but also drive revenue and increase profits as your content attracts more diners."

- Karee Laing

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