

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 Keree 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.

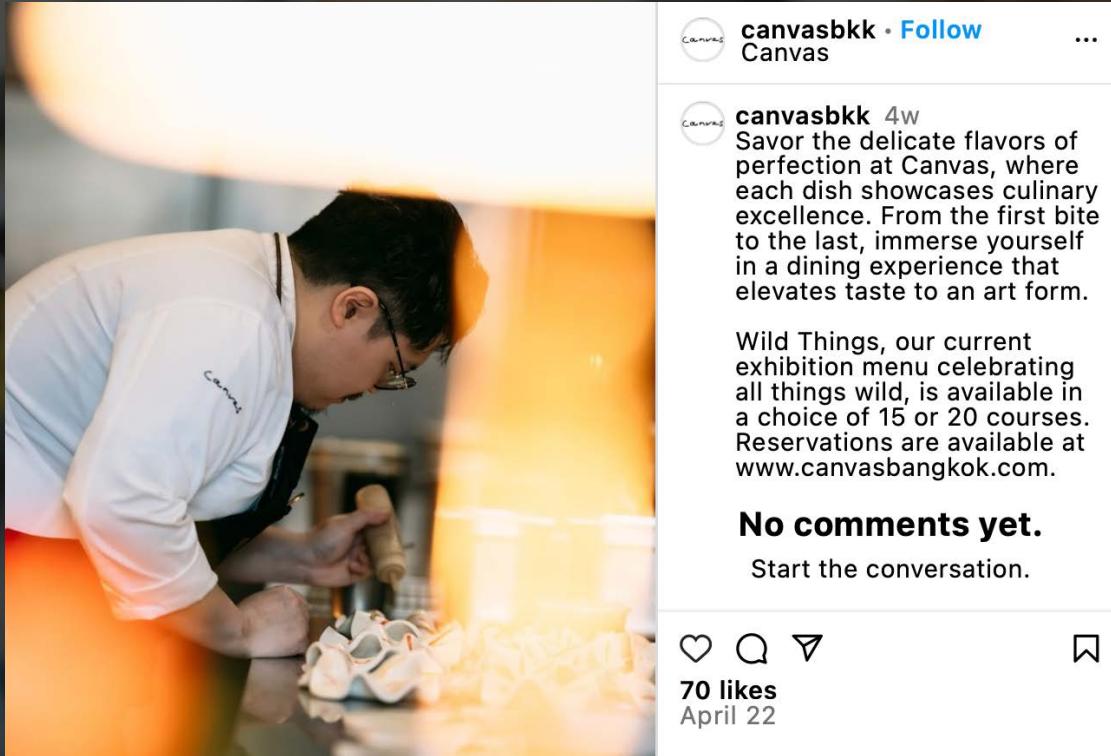
### 7. Post and Monitor:

- **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:

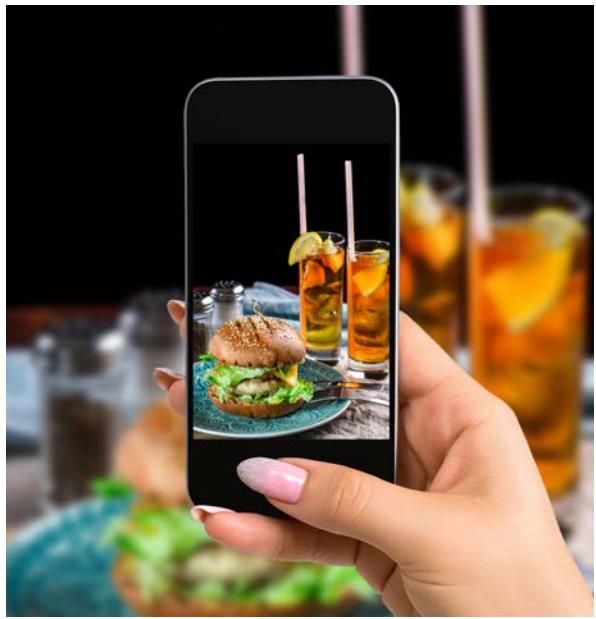
- **Track Performance:** Use Instagram Insights to monitor the performance of your Reels, noting which types generate the most engagement.
- **Refine Your Strategy:** Based on your analysis, tweak your content strategy to focus on the ideas and formats that work best for your audience.

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.



## 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?!

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.

- 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.





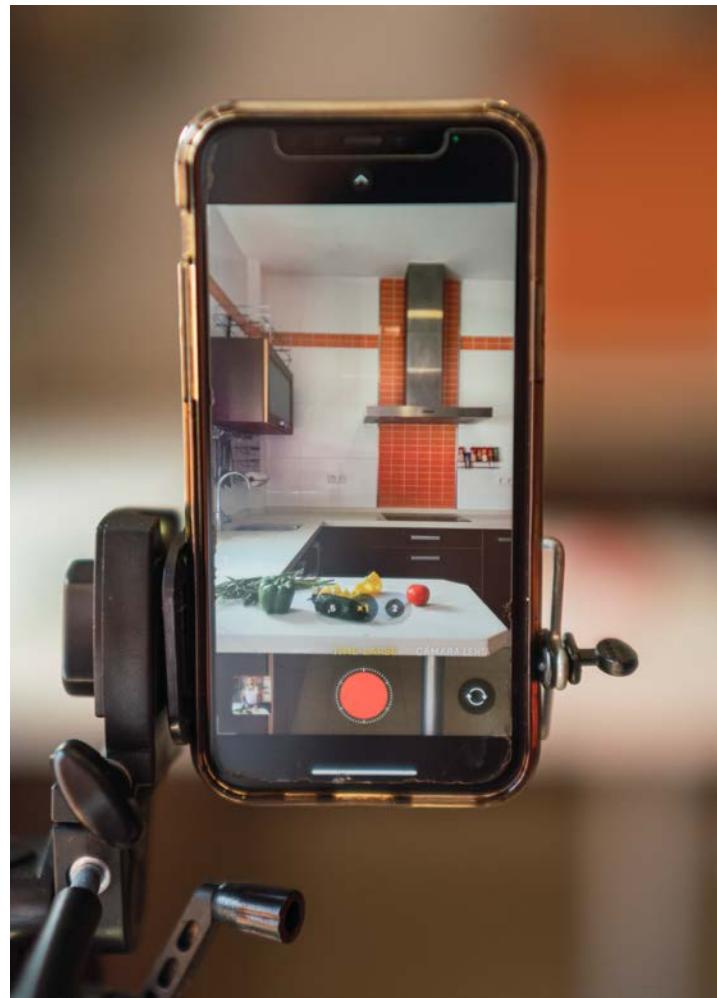
# TOP 10 BEST PRACTICES FOR CREATING INSTAGRAM REELS

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.



RESTAURANTBRANDBUILDERS.COM



## 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.

1



brookibakehouse • Follow  
Original audio

brookibakehouse 24w  
The only era I wanna be in 🎉 I never show the last half of the day for a day in my life as a bakery owner but this it! Everything I get done from 3-5pm on brownie patrol #dayinmylife #bakeryowner #bakerylife

shoroqri 17w  
Song name ?  
2 likes Reply

View all 1 replies

totallybefuddled 24w  
How do you know how much batter to add to each pan? Do you eyeball it or weigh each pan?  
42 likes Reply

296,492 likes  
December 6, 2023

2



tabxblondon • Follow  
torchevskaya\_a • Original audio

tabxblondon 8w  
Sunday... we've been waiting for you! ❤️

gmooremusic 8w  
why are y'all located in the UK?! 😊  
79 likes Reply

View all 3 replies

foodiary 5w  
Looks amazing! 🍞🍞🍞

5 likes Reply

whatsclairecraving 7w  
This looks so amazing 😍😍😍

5 likes Reply

144,411 likes  
March 24

3



goodeatsbyrose • Follow  
Jungle • Back On 74

goodeatsbyrose 7w  
DETAILS IN CAPTION! to answer this comment I thought what better way than to re-share the video I posted early last year when I was lucky enough to eat at Muisbosskerm! I actually posted this again a few months later when part of the restaurant tragically burnt down, however it has long since been back up and running so don't stress! 😊

Disclaimer: I was wrong about the crayfish being rock lobster, apparently they aren't the same thing but

49,673 likes  
March 30

VISIT LINK BELOW OR SCAN QR CODE TO VIEW ALL REELS  
[BIT.LY/TOP50REELIDEAS](https://bit.ly/top50reelideas)



#### 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\_c • Follow ...  
hef  
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



raincouvereater • Follow ...  
y  
and nomsmag  
Father John Misty • Real...

raincouvereater • 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 • Follow ...  
aranndgrill  
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/TOP50REELSIDES



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.



VISIT LINK BELOW OR SCAN QR CODE TO VIEW ALL REELS  
[BIT.LY/TOP50REELSIDESAS](https://bit.ly/top50reelsideas)



**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.



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



### 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.

13



theoneeighthit • Follow ...  
aliam  
fritzflat • Your vibe



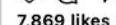
theoneeighthitalian • 3W  
I LOVE PIZZA

Is this your vibe?  
Well if it is, then you're in the right place

- 1. ) Queen marg
- 2. ) Garlic herb
- 3. ) Calabrese
- 4. ) All of the above

Have a great week everyone

THE DOUGH:  
100% Molino  
Dallagiovanna La Napoletana



7,869 likes

April 29

14



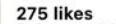
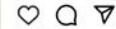
thebutchersdaughter • Follow ...  
daughter\_official  
Original audio



thebutchersdaughter\_ • 14 official  
W  
The perfect Valentine's Day treat: we're now serving vegan croissants in New York! Made with @tournami, a 100% plant-based butter developed by professional pastry chef @itsschool\_man, these baked goods are housemade and insanely delicious. Follow along with our amazing chef @superdeathrae as she shows us some behind the scenes



puffadonna1 14w  
Are these available in



275 likes

February 14

15



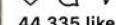
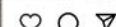
bartender\_ro • Follow ...  
mi  
Cotneus • Habibi



bartender\_romi • 6d  
A Rainbow cocktail. How many colors are in this cocktail? 🍹 Does anyone know?  
👉 Subscribe to my YouTube channel  
👉 Follow me on Instagram

...

#cocktail #cocktails  
#bartender #bartenders  
#bartenderlife #happy  
#happyday #enjoy #enjoylife



44,335 likes

6 days ago

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



billy

## 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

OK! 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  
5  
Oh my goodness shall we  
go @missarahbrowne 😍  
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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CODE TO VIEW ALL REELS  
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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.



20



VISIT LINK BELOW OR SCAN QR CODE TO VIEW ALL REELS

[BIT.LY/TOP50REELSIDESAS](https://bit.ly/top50reelsideas)



21



chickfila [Follow](#) Original audio

chickfila 128w It's the start of something wonderful. Follow this festive recipe hack for Holiday Snowball Bites. 🎄

burnshaggard 123w Yup that looks totally delicious. And how much will this be costing ? 2 likes Reply

teresaamoon1 126w Where is the recipe ? Some of the measurements are given but not all? 3 likes Reply

27,894 likes December 8, 2021

thisguycooks [Follow](#) fritzflat • Your vibe

thisguycooks 3w If health conscious cooking with clean ingredients is your vibe, then you're in the right place. Thank you for being here 🙏

Hit SUBSCRIBE in my profile to access all of my recipes as they're released.

#Foodie #Foodstagram #Instafood #Foodporn #Foodlover #Foodphotography #Foodblog #Fooddiary #recipeoftheday #yum #food #foodies #feedfeed #foodiesofinstagram #yummy

Liked by victoria\_inthegreys and others April 25

princepoopoo\_ and jwebby\_can.eat [Follow](#) Original audio

princepoopoo\_ 11w You got 1 hour to do it #princepoopoo #pizza #foodchallenge #shred

stuck\_on\_toilet\_seat 11w How is all that 2000 dollars worth of Pizza. 179,920 likes Reply

— View all 623 replies

anoukvanelven 11w You mean \$200? 129,524 likes Reply

— View all 142 replies

1,821,466 likes February 28

## 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



chef.joe.sasto • Follow ...  
Róisín Murphy • Assimil...

chef.joe.sasto 98w  
This is assimilation, this is a demonstration...

G N O C C H I

Fun fact... one of my cats names is gnocchi 🐱

#gnocchi #pastamaking  
#italianfood #italianfoodlover  
#demonstration #timelapse  
#cooking

patrickneithard 95w  
Reply

alejandrobeatrizsaen 96  
6,483 likes  
June 30, 2022

23



pantry\_jhb • Follow ...  
Original audio

pantry\_jhb 2w  
Pastries that are pretty as a picture and the perfect way to spoil your Mom 💕

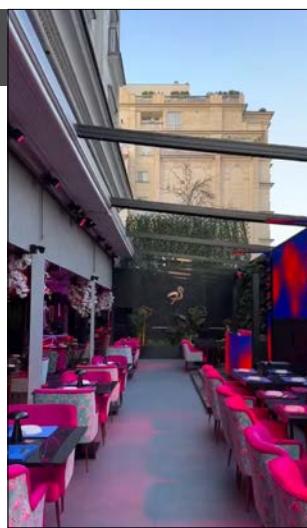
- Ruby and Berry Entremet
- Lavender Choux Puff
- Fruit Tart
- Vanilla Rose Chocolate Brownie
- Mini Red Velvet Cake

Exclusively available from Friday 10 - 12 May.

thembela\_cele 2w  
Oooph 😍  
Reply

620 likes  
May 7

24



mahyarslm • Follow ...  
Original audio

mahyarslm 1w  
Flamingo Japanese Italian Restaurant with hot and cold bar  
Assorted hookahs  
Djing every night  
Holding an event that will be notified every week in the story.  
For booking contact this number 09001008184  
@flamingo.restaurant.ir

3,750 likes  
7 days ago

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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 @pierozekbrooklyn, but they still had to keep some of their secrets that set them apart 🎃🎃

#GabisNextCourse

116 likes 2 days ago

26



coloradocheckli • Follow ...  
PREP • As It Was

coloradocheckli Edite 69 st  
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

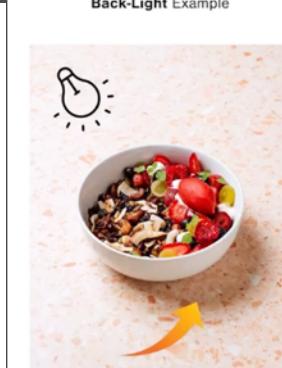
These two women-owned local businesses are serving up delicious and flavorful gluten-free beer and food in a great space in DTC!

6,711 likes January 13, 2023

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



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 toss a marinade

1,053 likes  
June 11, 2023

29



kitchen\_bythesea • 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 trinixmusic • TRINIX x S...

karlaramendieta 35w  
Bella!!  
Reply

repeneque88 38w  
Reply

chef.vitalii.nuzhnij 39w  
Reply

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

7,645 likes  
July 11, 2023

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



### 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 Original audio

foodmadegood 1w Sustainability is the cornerstone of Chef @adamhandling's UK restaurant and bar group (@frogbyah, @uglybutterflybyah, @evebarldn, @lochandyne). 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#mic helinrestaurant#restaurant#r otterdam#city#restaurantfred #delicious #foodporn#instagood#instafood#instagram#video

335 likes July 11, 2023

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



33



vancity.hungrycouple • Follow ... Sam Tinnesz • 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 @kozushipizza, @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.

OR SELECT FROM OFF THE MENU

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.

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 spent the day cooking in his restaurant @jaanbykirk in Singapore. 🔥 Full vid on my YouTube 🎬

murturf 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 #africandiispora

361 likes  
May 10

36



prettylittlelondon • Follow ...  
Nat King Cole • The Chri...

prettylittlelondon 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 #prettylittlelondon #londonrestaurants

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

15,592 likes  
November 24, 2023

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### 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



canvasbkk • Follow  
Original audio  
36w  
Chef Riley Sanders sharing our passion for Thai ingredients, hospitality, and artistry, special thanks to @Gastrofilm.  
Reservations available at <https://www.canvasbangkok.com> or call 099-614-1158.  
#michelinstar #michelinguide  
584 likes September 7, 2023  
Add a comment...

38



lennardy and schweppes\_sg • Follow  
Paid partnership with schweppes\_sg  
Ghostrifter Official • On ...  
lennardy • 94w  
I don't know too much about bartending but it's actually so easy to whip up a quick Gin fizz with @schweppes\_sg Soda Water, paired it up with one of my favourite things to eat- tacos, and you have a perfect food and drink combination  
For those that want an alternative option, the Schweppes Lemon-Lime is my new favourite soda. It's not cloyingly sweet and the citrusy flavors make this such  
3,714 likes August 3, 2022

39



mendocinofar • Follow ...  
ms altego\_music • UNWRIT ...  
mendocinofarms • 1w  
A massive kudos to our Addison, TX team for making this happen! We love making hearts & stomachs happy!  
existing\_everywhere • 1w  
I know the Farm Club when I see it!! This is so cool!!  
2 likes Reply  
View all 1 replies  
platingwithperel • 1w  
Very nicely done, love this location  
1 like Reply  
256 likes May 13

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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.

40



ocfeed and revolucioncantina • 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 ...  
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

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#### 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.

43



What a Dietitian Thinks When Reading a Menu

ilanamuhlsteinrd • Follow ...  
Original audio

ilanamuhlsteinrd 96w  
Few Insights I have When Reading the Menu as an RDN

Was this helpful? Should I make it a series? There are so many sneaky little things that go on in restaurants, sometimes it helps to know what's up.

Also, the note on paillard being "boring," sometimes that's a good thing! Especially if you've been eating heavier and want something you know is lighter and delicious. Or in those times where you know that

3,178 likes  
July 17, 2022

44



markwahlberg • Follow ...  
Original audio

markwahlberg 2w  
Reserve your table now for @flechacantina Cinco de Mayo brunch 😍🔥 in Huntington Beach🔥☀️ #FlechaAzulPartner

xlikopoulou 2w  
I'll travel in LA soon is it there??  
13 likes Reply  
View all 5 replies

im\_okay.thx 2w  
Third name change for the same place and same concept... 😊 and same parking situation.

38,535 likes  
May 5

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45



huqqabazdub • Follow ...  
Original audio

KIDZ BOP Kids • Savage...

huqqabazdubai 19w  
Calling all young chefs-in-the-making! Join us for an unforgettable Kids Cooking Master Class, where culinary creativity and fun collide. Let your little ones unleash their inner chef and savor the joy of cooking! 🍽

Every Saturday at 11:30AM  
800 47 229  
Free Valet Parking  
Open All Day All Night / 24hrs  
Opposite Four Season Resort, Beach Road - Jumeirah 2, Dubai

442 likes  
January 5

#### 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.

46



ember\_mt · Follow  
Original audio

ember\_mt 3w  
Subscribe to our YouTube for a longer kitchen tour where we can really get into the details. Link in bio! #chef #kitchen #restaurant

harley\_d9999 3w  
Damn. Somebody's got some serious kwan to spend. That kitchen prolly cost \$4mil?!? 😲🔥

11 likes Reply

View all 2 replies

oakley.stenroos 3w  
One of the best kitchens I've even seen! Probably a joy to work in 🌞🔥

1,914 likes  
April 30

47



freemasonsbrewworks · Follow  
Original audio

freemasonsbrewworks 60w  
A Q&A session with our chef @the\_indian\_japanese telling us about the concept and culture of Izakaya! Hope you all have made your reservations for the Karai session at Freemason's 🍷

#Karailzakaya  
#FreemasonsBrewworks  
#JapaneseCulture  
#JapaneseCuisine  
#FoodAdventures #Guwahati

View hidden comments

12 likes  
March 27, 2023

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48



benjisguidetony  
c and dogfriendlyclub  
Bakermat · Balaná

benjisguidetony 19w  
Check out this awesome dog friendly spot we found! Blend on the Water is an amazing Spanish restaurant that offers brunch & dinner. We stopped in for brunch and enjoyed their amazing river views, fantastic food, & amazing drink prices (\$6 for a mimosa?!). Dogs are allowed in their fully enclosed & heated back patio. They are definitely worth checking out! We had an amazing time at @blendonthewater!

161 likes  
January 4

## 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.



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## 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

RESTAURANTBRANDBUILDERS.COM

