



# Have you heard about

## P&MM Dining Club

web. [www.pmm.salespromotion.com](http://www.pmm.salespromotion.com) • email. [sp@p-mm.co.uk](mailto:sp@p-mm.co.uk) • tel. 0845 051 1633

### What is the P&MM Dining Club?

The P&MM Dining Club is a members only club that offers 2-4-1 dining at over 2500 restaurants nationwide including many big name national chains such as Strada, Malmaison, Cafe Rouge, Frankie and Benny's, Bella Italia, La Tasca and Pizza Express.

High profile chefs including Ramond Blanc, Marco Pierre White and Gary Rhodes have restaurants accepting the Dining Cards making this an ideal reward for the consumer or trade audience. With such a wide choice of restaurants, there really is something for everyone.

### How does the P&MM Dining Club work?

On receipt of their Dining Club card the customer simply selects which restaurant they want to visit by using the search facility on the promotional website. After making a reservation directly with the restaurant, the customer enjoys their 2-4-1 dining experience where the restaurant will apply the relevant discount to the bill. With over 2500 restaurants to choose from, the difficult part is deciding where to eat next!

### How can the Dining Club be communicated?

The Dining Club can be communicated in many ways including on-pack promotions or free prize draws, and is an ideal reward for fixed fee promotions. From incentivising a prospect to take a 'test drive' or rewarding them for renewing their subscription to your magazine, P&MM's Dining Club is a powerful method of grabbing someone's attention and motivating them to take action.

### Useful Information

- Membership cards can be branded to your specification.
- High profile chefs including Raymond Blanc, Marco Pierre White and Gary Rhodes all have restaurants accepting the Dining Cards.
- We can provide a branded website or a paper directory.
- Three, six or twelve month memberships are available, and use of your dining card is unlimited during the membership period.
- Discounts available for bulk buy or fixed fee promotions.
- Regular updates are provided throughout the membership including special offers and new venues.

**p&mm**  
sales promotion

For further information on this product or any other travel and leisure related promotion please contact one of the sales team on 0845 0511633 or email [sp@p-mm.co.uk](mailto:sp@p-mm.co.uk)



#### interesting fact

"Cardholders can save on average £25 on each visit. So, if a member eats out once a week that equates to over £1,300 of savings in a year"

**2 MEALS**  
FOR THE PRICE OF **1**

**MEMBERSHIP CARD**

FREEPHONE 0800 043 1371