PURPLE TABLE RESERVATIONS

A Seat for Everyone.

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WHAT IS A PURPLE TABLE RESERVATION?

A Purple Table Reservation is a reservation flag and training system for restaurants designed to help them better serve those who are living with Dementia (Alzheimer’s), Autism, PTSD, a hearing or vision impairment, or other physical or cognitive condition that may benefit from additional accommodations and a more predictable experience when dining out.

THE PROBLEM

Most of us take the enjoyable experience of dining out for granted. The restaurant community needs to acknowledge that there is a large segment in each of our communities that choose not to go out to eat. This is because for themselves or someone they love, it can be a challenging, unpredictable and often disappointing experience.
1 IN 10 PEOPLE OVER 65 HAVE ALZHEIMER'S DISEASE AND 200,000 PEOPLE UNDER THE AGE OF 65 HAVE ALZHEIMER'S.

-United States (Alzheimer's Association)
**The Facts. The Benefits. The Pricing.**

- There is no physical "Purple Table" needed, each restaurant will choose what works best for their restaurant and guests.
- It will take about 2 hours to implement this program and on average about 5-10 minutes per meal period to manage it.
- Very little overhead, easy integration into the restaurant's existing reservation platform, online training resources for management and waitstaff.
- The Purple Table Reservation training will educate their staff heightening their awareness and empathy for all customers.
- By tapping into this underserved segment, each restaurant can increase it’s new customer base and drive more referrals by providing accommodations unlike anywhere else in their communities.
- The first six months the listing is FREE, then it is $180/yr or $15/month. On average, one reservation per month will pay for the program. Price includes all training resources, welcome kit with marketing postcards, window decals and online/mobile app directory listing.
- Each restaurant will manage their listing, they can update photos, hours, and information regarding Purple Table Reservations at their establishment.
- In the first three months accepting Purple Table Reservations at The Red Raven, 50 of 60 people who requested a "Purple Table" were first time customers to this restaurant, simply because of Purple Table accommodating the needs of their friend/family member.
Community Ambassador Program

We have developed a Community Ambassador program for those that want to volunteer their time to educate their communities. There are three categories of volunteers at this time:

1. **Feet to the pavement!** Using resources we provide, these volunteers will educate restaurants face to face in their communities.

2. **Social Media Guru!** For those who love Social Media, these volunteers will spread the word online using articles, videos, hashtags and direct tagging in their communities.

3. **Media!** For those in the communications world, or with great communication skills, these volunteers will help create a buzz and articles to distribute to media channels.

REGISTRATION for volunteers who want to become Community Ambassadors is done via the PurpleTables.com website.
"WE CANNOT CHANGE WHAT WE ARE NOT AWARE OF, AND ONCE WE ARE AWARE, WE CANNOT HELP BUT CHANGE." — Sheryl Sandberg

In the United States there are one million restaurants.

Imagine the impact we could make.

Let's positively disrupt the system together.
THANK YOU

Please email us with questions or sign up to be a Community Ambassador today!

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