

Dine Around Maryland Club: Participating Restaurant Information

The Restaurant Association of Maryland is creating the Dine Around Maryland Club to encourage people to try new and different restaurants across Maryland. This program aims to drive new customers to a group of **300+ participating restaurants** to help grow their incremental sales and provide the opportunity for these restaurants to earn repeat customers and business.

RAM will spend money to promote the program and the participating restaurants. RAM will also invest in an app to track which restaurants the Club members have patronized. The restaurants will also receive contact information on the Dine Around Maryland Club members so that individual restaurants can market to them directly.

Restaurant Cost to Participate: \$150

This fee will assist with program marketing, advertising, app development and includes annual membership in the Restaurant Association of Maryland! For any current RAM member who chooses to be a participating restaurant, this will be your dues rate for the year. This fee will be invoiced to all participating restaurants on **September 1, 2025**. If fewer than 1,000 Club cards are sold, RAM holds the right to cancel the program and will invoice RAM members their full dues rates.

Participating Restaurants:

- Receive advertising and promotion as a participating restaurant in the Dine Around Maryland Club program
- A maximum of 2,000 Dine Around Maryland Club cards will be sold. Cards will be available for the public to purchase in November 2025 for use in calendar year 2026.

Participating restaurants agree to give Dine Around Maryland Club members:

- A one-time 50% discount on food only, for in-person dining, for up to 4 people.
- Establishments that do not offer in-person dining may choose to participate by offering a 50% discount on carry-out orders that are placed directly with the restaurant and not through a third-party app or delivery service
- A Dine Around Maryland Club member may only use their discount at the same restaurant one time.

Restrictions for Club members:

- The Club membership and discount are not transferable and may not be shared.
- Alcohol, catering, merchandise, tax, and gratuity are not included in the discount.
- Steamed crabs, AYCE crabs, and Market Price items are not eligible for the discount.
- For dine-in establishments, Club members may not place multiple food orders with the intention of taking meals “to-go.”
- The Dine Around Maryland Club discount may not be used in conjunction with other existing restaurant coupons, discounts, special offers, specialty menus or prix fixe menus.

If a restaurant has multiple locations under the same name, the restaurant may choose to offer the discount at only one of the locations. The restaurant may also choose to allow the Club member to use their discount at any of their locations, however it still may only be used one time. (To clarify: not one time at each location, but one time only at any location)

RAM is creating an app to track customer visits at all restaurants to ensure that the 50% discount is not used by a Club member more than once at any one restaurant. Restaurants will be trained on the program and easy-to-use app, with materials to be posted in the restaurant for employees to reference.

Restaurants shall not add any additional restrictions to the use of this card, and the restaurant must agree to honor the program discount as stated. RAM is working with POS companies to ensure that they can be programmed to offer the specified discount and that customers are tipping on the entire check amount—not the discounted amount.

The goal is to sign up a minimum of 300 participating restaurants to make this program viable and valuable to the public. We will allow for more participating restaurants as it allows more options for the Dine Around Maryland Club card holders.