

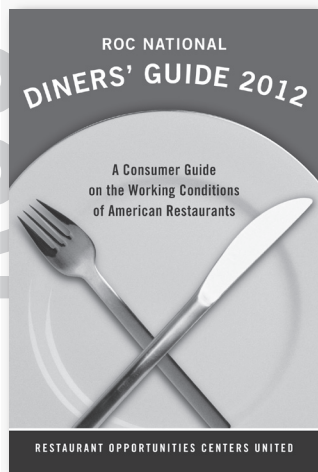


ROC NATIONAL DINERS' GUIDE 2012

Toolkit to Spread the Word!

ROC UNITED

75% of Americans eat out at least once a week, and help make the multi-billion dollar restaurant industry possible. However, most of us would never know that the person serving our meal, bussing our table, or cooking our food faces poverty wages, unsafe working conditions, racial, ethnic, and gender discrimination, or works while sick on a regular basis.



As consumers, we have the power to change the industry. It was with the help of consumers that helped restaurants reveal the amount of calories in food, and be more mindful in sourcing locally and cooking with food that is free of pesticides and other poisons. Your dining experience can be more enjoyable knowing workers can pay their rents and can take a day off when sick.

Let's vote with our stomachs. Help ROC spread the word about our first annual National Diners' Guide 2012. Below are easy steps to get more involved and make the well-being of restaurant workers part of an enjoyable dining experience.

Here's what you can do to help the restaurant industry take the 'high road' to profitability:

- 1 Support the 'Gold and Silver' Prize Winners** listed in the Guide, and let us know about other restaurants in your community who might be willing to share documentation to show that they, too, should be listed as Winners.
- 2 Take the Guide with you every time you eat out.** Show managers the Diners' Guide and let them know you care about how they rank in the Guide, and encourage them to either provide ROC with more information that will help them win a Gold or Silver Prize, or improve their practices. Let them know that you'd like to see them move to Winner status.
- 3 Give out the enclosed TIP CARDS** to both workers and managers in these restaurants, to allow them to see the Diners' Guide online and let them know that there is an organization fighting for better restaurant conditions for all.
- 4** Where ROC is supporting workers who have current charges against their restaurant employer with legal violations, **call the company to let them know that you won't support such illegal practices.**
- 5 Send a letter** to your federal representative demanding that Congress raise the federal minimum wage for tipped workers, currently \$2.13, and provide paid sick days for all workers, so that no one needs to work while sick! You can send these letters by visiting our website www.rocunited.org.
- 6 Become a ROC Consumer Member!** Sign up online at www.rocunited.org. You can also contact us at info@rocunited.org to learn about other ways to support our efforts to improve this industry for everyone.

www.rocunited.org

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ROC UNITED

If we can get as many consumers as possible to do the same, we could actually change the entire industry.

Work with us to tell your friends about the Guide, and encourage them to use it. Here's how:

- 1 Pick a date for a EAT OUT or a house party with your friends.** Pick a high road restaurant or someone's home in your community where you can share good food together with friends and talk to them how they can use ROC's new Diners' Guide to support workers in the restaurant industry.
- 2 Make a list of friends to invite** – make it big or small as you want. Even with a small group you can make a difference. You could reach out to them through email, phone calls, facebook, and twitter. We can help you with an email invitation.
- 3 Contact ROC, at info@rocunited.org.** Besides helping you with an email invitation, we will send you free copies of the Guide to distribute, and if you are in a location where we have a ROC presence (including but not limited to: New York, Philadelphia, Washington, DC, Miami, Southeast Michigan, Chicago, New Orleans, Houston, Los Angeles, Albuquerque, San Francisco Bay Area, and much more), we can send a ROC representative to join you, and speak at your event.
- 4 Plan the agenda.** Allow an hour for a good discussion.

POSSIBLE AGENDA

- a** Icebreaker: What's the best meal you ever had in restaurant?
- b** Possible discussion questions
 - ◆ What makes an enjoyable dining experience?
 - ◆ What do you know about working conditions in the restaurant industry?
 - ◆ How do you think those conditions might impact your meal?
- c** Provide information about the restaurant industry and restaurant working conditions, and what ROC is doing to improve the industry for all.
- d** Share the information provided in pages 1-3 of the Guide. You could read it together as a group, asking each person to read one portion aloud.
- e** Introduce the Diners' Guide
 - ◆ Talk about how the Guide works—refer to pages 4-6 of the Guide.
 - ◆ Talk about how each person can use the Guide—refer to pages 7-8 of the Guide.

5 Make a plan for an EAT OUT as a group. Choose a high road restaurant. Be adventurous and try a new restaurant. If you don't have a high road restaurant in your area, commit to going to a low road restaurant to educate workers and employers on taking the high road. At the restaurant, make a point to observe and ask some of the issues discussed in the Guide:

- a** If it's a high road restaurant, tell your server (and the manager) that you were recommended to come to the restaurant because of ROC's National Diners' Guide 2012.
- b** If it's a low road restaurant listed in the Guide, ask a manager about their working conditions:
 - ◆ What is the lowest wage paid to tipped workers, and the lowest wage paid to non-tipped workers?
 - ◆ Does the restaurant offer paid sick days? Are any workers working while sick?
 - ◆ How many of the workers in the restaurant actually received a promotion? What is the racial composition of the waitstaff, bussers, and kitchen staff?
- c** Leave tip cards—one for the worker and one for management. The cards can be found at the back of the Guide or can be downloaded at rocunited.org/dinersguide.

Continue to tell your friends and colleagues about the Guide and keep using it!

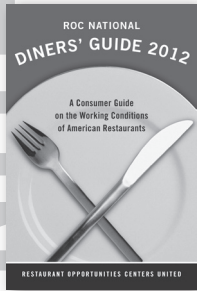
THANK YOU for joining our movement to ensure that all workers are treated fairly and justly in the restaurant industry. If you have questions or want more information, please contact us at info@rocunited.org.



ROC NATIONAL DINERS' GUIDE 2012

Individual Pledge

ROC
UNITE
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We all enjoy eating out. Unfortunately, the workers who cook, prepare, and serve our food suffer from poverty wages, no benefits like paid sick days and health insurance, and little or no chance to move up to better positions. When the people who serve us food can't afford to pay the rent or take a day off when they're sick, our dining experience suffers. The Restaurant Opportunities Center (ROC) has worked to improve wages and working conditions for these workers, and to involve restaurant consumers in helping make a better industry for all.

I pledge to promote the ROC NATIONAL DINERS' GUIDE 2012 to consumers by:

- 1 Hosting an event to let my friends and colleagues know about the Guide.
- 2 Working to get my institutional affiliation to endorse and commit to using the Guide.

NAME _____

INSTITUTION/ AFFILIATION _____

EMAIL _____ PHONE NUMBER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

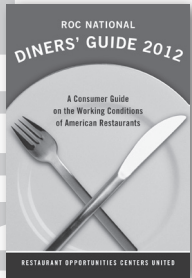
COMMENTS _____

SIGNATURE _____ DATE _____



Institutional Pledge

ROC UNITED



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We pledge to use the ROC NATIONAL DINERS' GUIDE 2012 by:

- 1** Informing our staff, members, allies, and other individuals in our network know about the Guide, through emails, newsletters, events, etc.
- 2** Committing to, whenever possible,
 - a** using Gold and Silver Winning restaurants in the Guide for our institution's events and catering;
 - b** letting restaurant companies in which workers have obtained ROC support to fight exploitation and discrimination know that we do not support such practices; and
 - c** letting other restaurants know that it matters to your institution how they fare in the Guide.

INSTITUTION/ AFFILIATION _____

CONTACT NAME _____

EMAIL _____ PHONE NUMBER _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMMENTS _____

SIGNATURE _____ DATE _____