



# SOME LIKE IT HOT

*and some do not!*



## STL MEXICAN RESTAURANT PASSBOOK

*Your pass to the best Mexican food in St. Louis!*

### WHAT IS IT?

The 2024 "Some Like it Hot! STL Mexican Restaurant Passbook, as featured on the *Mexican Food Connoisseurs of St. Louis Facebook Group*, is a book of coupons that provide discounts and deals from more than 25 local "mom and pop" Mexican restaurants in the Greater St. Louis area. The Passbook is priced at \$30 (100% of sales benefit charity as described below).

Each participating restaurant (or locally owned restaurant chain) has included a deal of their choice, valued at a minimum \$10 discount, on appetizers, entrees, or beverage purchases when the Passbook coupon is used. Deals include free appetizers, half-off entrées, buy one get one free entrées, or beverage discounts. **This represents a total of a \$250+ value if all coupons are used!**

Passbook sales will begin on October 1st (in time for holiday gifts!) and distribution will begin on December 1st. Sales will cease on February 1st (in time for a last-minute Valentine's Day gift!). Coupons will be good from January 2 - June 30, 2024. Only one coupon per restaurant can be used and other restrictions per restaurant may apply (dine in only, must be 21 etc...).

### WHO IS PARTICIPATING?

We are recruiting 25+ **LOCALLY OWNED** Mexican restaurants/local Mexican restaurant chains to be a part of the 2024 Passbook! We are including restaurants in St. Louis City, St. Louis County, St. Charles County, Jefferson County, and the Metro East (Illinois). Participating is a **GREAT** way to promote your restaurant, attract new customers, increase business, and get people talking about your amazing food and restaurant! We are encouraging diners to post their positive experiences using the hash tag #somelikeithotSTL on social media and on the Mexican Food Connoisseurs Facebook page. The Some Like It Hot STL website will be updated as restaurants sign on and will contain a complete listing of those participating when sales begin. We are hoping to sell at least 200 coupon books to Mexican food loving St. Louisans which **will raise \$6,000+ for charity!**

## WHY THE PASSBOOK?

100% of sales from the Passbook will benefit local non-profit, IFM Community Medicine (IFM). IFM's mission is to strengthen underserved communities, one patient at a time, to promote community health. IFM has 21 area clinic sites in partnership with 30 other non-profit organizations to provide health care to the uninsured, unhoused, immigrants/refugees, those affected by violence, and at-risk youth. In 2023, we provided 9,198 medical appointments to 4,867 patients across greater St. Louis. Since 2000, IFM has provided primary care at points of need for children and adults in need, to overcome access to care barriers such as cost, transportation, language, and trust. For more information about IFM, **visit [www.ifm-stl-org](http://www.ifm-stl-org).**

## HOW TO GET A PASSBOOK!

On October 1, 2023, online and over the phone sales will begin. Credit/Debit cards will be required for payment. The online sales link and phone number will be promoted starting in October 2023 to members of *Mexican Food Connoisseurs of St. Louis Facebook Group* and on other social media, email, flyers, and other promotional channels. Sales will be coordinated by IFM Staff and will be treated as a donation to the organization (no sales tax will be collected as IFM is a non-profit). We encourage participating restaurants to promote sales by sharing online or in person (although this is not required for participation in the Passbook). To get on the list to receive the sales link, please email or call Carrie Warren at [carrie@ifm-stl.org](mailto:carrie@ifm-stl.org) or 314-805-1502.

## WOULD YOUR RESTAURANT LIKE TO PARTICIPATE?

If you would like to include your restaurant in the Passbook, please complete the Restaurant Sign Up Form (attached) and mail/email back to Carrie Warren, IFM Community Medicine, 5501 Delmar Blvd. Suite B560 St. Louis MO, 63112 or [carrie@ifm-stl.org](mailto:carrie@ifm-stl.org). Or, call Carrie for more information at 314-805-1502.

**SPECIAL NOTE:** We will be holding a **Passbook Pick Up Party** (where purchasers can pick up their passbook or purchase one on site) on/around December 1, 2023. If your restaurant would be interested in hosting this party (provide a block of reservations for our guests and a percentage of sales donation to IFM), please contact Carrie at 314-805-1502 or [carrie@ifm-stl.org](mailto:carrie@ifm-stl.org) for more information.



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**STL MEXICAN RESTAURANT PASSBOOK**

**RESTAURANT SIGN UP FORM**

Name of Restaurant: \_\_\_\_\_

Locations(s) please list if this is a chain with more than one location participating:

Address(s): \_\_\_\_\_

Contact name and phone: \_\_\_\_\_

Discount to be provided on coupon (*must represent a \$10+ discount to participate*)

Ideas include: buy one get one free entrée, free appetizer, buy one get one adult beverage etc.

Any restrictions or other information regarding the discount provide or your listing?  
(examples: dine in only, discount applied to lower price item, must be 21, only specified locations etc.)

Would you like a supply of flyers to promote the Passbook to your customer & contacts?  
\_\_\_\_\_ yes \_\_\_\_\_ no

Are you interested in hosting the Passbook Pick Up Party? \_\_\_\_\_ yes \_\_\_\_\_ no

**THANK YOU** for participating in the 2024 Some Like it Hot STL Mexican Restaurant Passbook. We will be in contact to confirm your participation.

*For more information: contact Carrie Warren, IFM Community Medicine,  
314-805-1502 or [carrie@ifm-stl.org](mailto:carrie@ifm-stl.org).*