FAMILY KITCHEN · SERVING THE NEIGHBORHOOD FOR 30+ YEARS

Bella's

Pull Up a Chair

A six-month, $500-a-month plan to get Gen Z through the door of a family restaurant that has fed its neighborhood for 30+ years.

NextWave Media · Phoenix Challenge 2026

Delivery brings food. Bella's saves you a seat. Chains outspend it, apps beat it on speed. So the family goes on camera.

See it live: 2-minute demo, calculator, every source
bellas-pull-up-a-chair.toyeshhm.workers.dev

01 The situation

The food isn't the problem. Young diners just don't know Bella's exists.



−35% guests in two years. Each dashed chair used to be filled.

<500 followers, total

$500 a month to fix it

What gets them to try a place[1]

Social media	55%
Discounts	29%

Bella's tried discounts. No change.

Working against it

- ~40% find lunch on TikTok or IG[2]
- Chain ad budgets, app speed
- 3–5% margins[3]: discounts hurt

Working for it

- 30+ years of stories, loyal regulars
- Handmade food that films well
- A family to film, real tables

Has to work for: the family (4 h/week), regulars, staff, Gen Z, neighbors.

02 Who we're feeding

Gen Z, 16–29, within 5 miles. They find food on their phones and trust people over ads.

The Group Chat 18–22
About $15 a head, six to a table.
In: Study Hall, club nights
Back: the Family Card

The Date Night 22–29
Reads reviews first. Wants a story.
In: a Vault Drop
Back: the next one

The Team Dinner 16–18
The whole roster after a game.
In: team nights
Back: their photo on the Wall

03 Where we post

Make it for TikTok, reuse it everywhere, keep Google current.

TikTok 4 a week
#1 way Gen Z finds food (38%)[4]
58% visited a place they saw[5]

→ **Instagram**
same video. **8 in 10** aged 18–29 use it[6]

→ **YouTube Shorts**
same video, free reach

Google profile the last check before a visit: **+70%** visits when complete[7]

We skip

~~X, Pinterest, Snapchat~~ no food discovery ·
~~Delivery promos~~ 15–30% fee[8] ·
~~Coupons~~ one tracked dessert instead ·
~~Big influencers~~ not local

04 What we post

Four series starring the family, shot on a phone. A month's 16 videos:

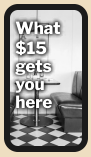
6 · Family Recipe
dishes made for decades

5 · Meet the Family
owners answer comments

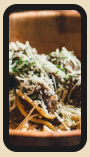
3 · Regulars
30-year regular + first-timer

2 · Drops
what's coming next

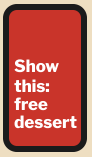
Video #1



0–2 s the hook →



3–25 s the plate, the sauce story →



last 3 s the offer, pinned too

Each video: 15–45 s, captions, original audio, location tag. **Partners:** 2 local creators a month, 2K–10K followers (small ones get 9–12% engagement vs ~7%[9]), plus clubs and teams.

05 Four reasons to come in

Chains can copy a limited-time item, not Bella's old recipes or regulars. **Month 2:** Vault Drop, the Wall. **Month 3:** Supper, Study Hall.

$50/mo
The Vault Drop
An old-menu dish back for 14 days, dine-in only. Comments pick the next.
81% of Gen Z want limited-time items[10]

$1/photo
Wall of Family
Fifth visit: your photo joins decades of regulars (signed release).
Five visits makes a habit.

$18 seat
Sunday Supper
Monthly, prepaid, one 10-seat family-style table. Solo is fine.
24% of under-30s feel lonely daily[11]

$10 combo
Study Hall
Tue and Wed, 2–5 pm, while open anyway. Wi-Fi, refills.
Fills dead hours, not dinner.

Bella's Money, timeline and proof

Sources, links and the demo video: bellas-pull-up-a-chair.toyeshhm.workers.dev

06 From feed to table

Every post points at a table. Every step has a number we count.

Scroll	Search	Sit	Stay	Share
4 videos a week, creators, boosts	Google profile, bio with menu and map	show a video, get a free dessert	card stamps, Wall photo at five	"post your plate," reposts
count: views	count: profile visits	count: desserts claimed	count: second visits	count: tags ↺ back to Scroll

07 The $500

Every dollar buys something we can count. Boosts are the line we turn up or down.

Local creators	2 visits, $50 + meal each	**$150**
Boosts	TikTok 18–24, IG 18–29 in 5 mi	**$150**
Cards, Wall film	+ ambassador meals	**$75**
Vault Drop tests		**$50**
Tools, printing		**$50**
Flyers, Supper setup		**$25**

Month 1 is setup: camera, mic, light, frames, cards, decal, Canva ($415) + a test creator ($85). No TikTok Ads Manager: its minimums beat our budget[13]. Desserts come out of guests' checks.

Pays for itself at ~2 extra guests a day

$15	Gen Z check[12]
– $4.50	food cost, 30%[3]
– $1.50	free dessert
= $9	left per new guest

$500 ÷ $9 ≈ 56 a month

Month 6 target, 300 guests: ~$2,700 after food cost, 5× the spend.

08 Six months

A weekly routine. A viral hit is a bonus, not the plan.

	1	2	3	4	5	6
Setup, 12 videos banked	■					
4 posts a week		■	■	■	■	■
Creators + boosts		■	■	■	■	■
Vault Drop + the Wall		■	■	■	■	■
Supper + Study Hall			■	■	■	■
Club nights + LIVE				■	■	■
Family takes over						■

4 hours a week — Shoot 2 h · Edit 75 m · Reply

Rules: boost at 2× usual views · cut a series under ½ usual views after 6 posts · drop creators who bring <10 guests. NextWave coaches until month 6.

09 The scoreboard

Eight numbers, every Monday.

	Now	Mo 3	Mo 6
Views a month	~0	**40K**	**100K**
Engagement vs food median[14]	–	**above**	**1.5×**
Followers	<500	**1,500**	**4,000**
Visits vs month 1	–	**+10%**	**+25%**
Desserts claimed (new guests)	0	**120**	**300**
Back within 60 days	–	**25%**	**35%**
Vault Drop dishes a run	–	**150**	**250**
Return on the $500	–	**2×**	**5×**

Assumes ~40 guests a day, $15 check, 30% food cost (checked in month 1). +25% ≈ 300 visits a month, half the loss back.

10 It's worked before

10×
customers at **Lee's Noodle House** after a 7-second video[15]

10 → 100s
guests overnight at **Nico's** after one TikTok by the owner's son[16]

3×
sales at **Izola's**, then it closed short-staffed. Hence the hour cap[17]

~2×
quesadillas when **Chipotle** made a fan's hack real. Same idea as the Vault vote[18]

11 If this happens

A video blows up	short menu, extra prep, text waitlist. One review took a spot from 25 to 190 arancini a day[19]
Regulars feel crowded	tables stay theirs; they star in The Regulars
Family burns out	4-hour cap, batched filming, rotating captain
Mean comments	answer kindly, never delete honest criticism
Flat by month 3	cut the weakest series, move money to boosts

Sources. 1 Belle Communication via NRN, 2025. 2 Google (P. Raghavan) via TechCrunch, 2022. 3 US Foods (food cost 28–32%); Restaurant365 (margins 3–5%). 4 Toast diner survey, 2025. 5 MGH, 2024. 6 Pew Research Center, 2025. 7 Google Business Profile Help. 8 DoorDash Merchant pricing. 9 HypeAuditor, 2026. 10 TouchBistro and The Harris Poll, 2025. 11 Gallup, 2023. 12 Our estimate, under Darden's $19–24 a head (FY2025 10-K). 13 TikTok Ads Manager rules; Sprout Social, 2025. 14 Rival IQ 2025, food medians TikTok 2.04%, IG 0.40%. 15 CBS News Bay Area, 2023. 16 Utah Public Radio, 2022. 17 WSAV, 2021; WTOC, 2023. 18 Tubefilter, 2023. 19 CBS Chicago, 2024. Every source is linked on the live site.