

Restaurants

Prompting guide for restaurants using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

A restaurant's social media does one job: it makes people hungry enough to act. Book a table, order delivery, walk in for happy hour, reserve the private room. Vague prompts produce vague posts, and vague posts do not fill tables.

Instead of asking Chirpy to:

"Write a post about our food."

Tell Chirpy:

- What dish, offer, event or experience you are promoting
- Who you want to reach (regulars, locals, brunch crowds, office groups, families, date-night couples)
- The verified details: exact dish names, ingredients as they appear on your menu, dates, times and prices you have confirmed
- Where the content will be published
- What tone your restaurant uses
- What action the reader should take (book, order, visit, call, tap the link)
- Anything Chirpy must not invent, especially ingredients, dietary claims, prices and opening hours

Chirpy's BrandKit stores your restaurant's persistent information: your name, brand voice, logo, colours, fonts, target audience, menu categories or signature dishes, locations, standard calls to action and brand rules. Set it up once and Chirpy applies it automatically. Your prompt should then focus on the specific dish, special, event or campaign in front of you.

One rule sits above all others for restaurants. Food content earns trust only when it is true. Never let Chirpy invent ingredients, dietary or allergen claims (gluten-free, vegan, nut-free), prices, availability or opening hours. Supply those facts and instruct Chirpy to use them exactly as written. Generated food imagery must not misrepresent your actual dishes, and concept imagery must be labelled as a concept. The examples in this guide use two invented restaurants: Trattoria Allora, a neighbourhood Italian trattoria in Maple Hill, and Fig & Thistle, a weekend brunch café in Riverside.

1. Post Captions and Written Content

What to include in a caption prompt

A strong restaurant caption prompt should include:

Content type + platform + audience + dish, offer or event + verified details + tone + objective + call to action

Reusable formula

Create a **[content type]** for **[platform]** about **[dish, special, event or experience]** .

The target audience is **[audience]** .

Include these verified details exactly: **[dish names, ingredients from the menu, dates, times, prices]** .

Focus on [main angle, such as flavour, occasion, atmosphere or convenience].

Use a **[tone]** tone.

The goal is to **[objective, such as bookings, orders or walk-ins]** .

End with a call to action asking readers to **[action]** .

Do not invent ingredients, dietary claims, prices or opening hours.

Keep it **[length or format requirements]** .

WEAK PROMPT

Write a post about our new pasta.

IMPROVED PROMPT

Create an Instagram caption for Trattoria Allora announcing our new dish, the Pappardelle al Ragù di Agnello, joining the menu this Thursday. Use only these confirmed details: slow-braised lamb ragù, hand-cut pappardelle, pecorino, available Thursday to Sunday evenings. The audience is locals in Maple Hill who love traditional Italian cooking. Use our warm, family-table tone. The goal is dinner bookings for launch weekend. End with "Book your table through the link in bio." Do not mention any ingredient, dietary claim or price I have not supplied. Keep it under 120 words with three local hashtags.

Ready-to-use caption prompts

New dish announcement

Create an Instagram and Facebook caption announcing a new dish at **[restaurant name]** :

[exact dish name] . Use only these confirmed details: **[ingredients as written on the menu]** , available **[days or dates]** . The audience is **[audience]** . Focus on what makes the dish worth coming in for, honestly described. Use a **[tone]** tone. End by inviting readers to

[book a table, order online or visit] . Do not invent ingredients, preparation methods, dietary claims or prices.

Daily or weekly special

Write a short, appetising caption for **[platform]** promoting today's special at **[restaurant name]** : **[exact special name and description]** . Include the price **[price]** and availability **[date or "while it lasts today"]** exactly as supplied. The audience is **[locals, office workers, regulars]** . Keep the urgency real but not pushy. End with **" [exact call to action] ."** Do not extend the availability or change the price wording.

Seasonal menu launch

Create a caption set for Instagram and Facebook announcing the launch of **[restaurant name]** 's **[season]** menu on **[launch date]** . Highlight these confirmed dishes by their exact names: **[dish one]** , **[dish two]** , **[dish three]** . Explain the seasonal thinking in one line: **[supplied angle]** . The audience is **[audience]** . Use a **[tone]** tone and end by inviting readers to book for launch week. Do not invent dishes, ingredients or availability beyond what I have supplied.

Reservation push for a key date

Write a booking-focused caption for **[platform]** encouraging reservations at **[restaurant name]** for [occasion, such as Valentine's Day, Mother's Day or New Year's Eve] on **[date]** . Include these verified details exactly: [set menu or offer details, price if applicable, sitting times, booking method]. The audience is **[couples, families, groups]** . Create a sense that tables are limited only if that is true: **[confirm or remove]** . End with **" [exact booking CTA] ."**

Chef or staff introduction

Create a warm Instagram caption introducing **[name]** , our **[role, such as head chef, sous chef, floor manager or barista]** at **[restaurant name]** . Use only these confirmed details: [background, years with the restaurant, specialty, an approved quote]. The audience is regulars and local followers. The goal is familiarity and trust. Use a genuine, personal tone without exaggeration. End by inviting readers to say hello on their next visit. Do not invent biography details, awards or credentials.

Customer review post

Turn the following genuine customer review into a polished caption for **[platform]** : **" [paste review exactly] ."** Preserve the reviewer's meaning and wording; do not add, exaggerate or invent anything. Add a short thank-you introduction from **[restaurant name]** and end by inviting readers to **[book a table or visit]** . Credit the reviewer as **[name or "anonymous"]** as they have approved.

Behind-the-scenes kitchen prep

Write an Instagram caption to accompany our behind-the-scenes photo or video of [prep activity, such as rolling pasta, proofing dough, breaking down produce deliveries or prepping brunch service]. The audience is followers who love seeing how food is really made. Describe only what is actually shown in the footage: **[what happens in the clip]** . Use a proud, down-to-earth tone. End by inviting readers to taste the result: **[exact dish or menu name]** .

Delivery and takeaway push

Create a caption for **[platform]** reminding followers that **[restaurant name]** is available for **[delivery, takeaway or both]** through [ordering channel, such as our website or named delivery platform]. Include these verified details exactly: [ordering hours, delivery area, any current offer with its exact terms]. The audience is **[locals within the delivery area]** . Focus on **[supplied angle, such as a comfortable night in]** . End with " **[exact ordering CTA]** ." Do not invent delivery zones, fees, offers or hours.

Happy hour promotion

Write an energetic but accurate caption promoting happy hour at **[restaurant name]** . Include exactly: days **[days]** , times **[start time]** to **[end time]** , and the confirmed offers **[exact drinks or snacks and prices]** . The audience is **[after-work crowds, students, locals]** . Use a fun, social tone that matches our brand. End by telling readers to [bring a friend, no booking needed, or book for groups, as applicable]. Do not alter the times, days or prices, and do not add drinks that are not part of the offer.

Weekend brunch post

Create an Instagram caption for **[restaurant name]** promoting weekend brunch. Include these verified details: brunch runs **[days]** from **[start time]** to **[end time]** , with confirmed menu highlights **[exact dish names]** . Mention **[walk-ins welcome or bookings recommended, as confirmed]** . The audience is **[friend groups, families, couples]** . Use a relaxed, sunny tone. End with " **[exact CTA]** ." Do not invent menu items, dietary claims or serving times.

Private events and functions

Write a caption for **[platform]** promoting **[restaurant name]** as a venue for private events such as [event types: birthdays, work dinners, celebrations, small weddings]. Include only these confirmed details: [capacity, spaces available such as private room or full venue, what is included, how to enquire]. The audience is **[locals and businesses planning events]** . Use a capable, welcoming tone. End with "Enquire at **[exact contact method]** ." Do not invent packages, minimum spends or availability.

Loyalty programme post

Create a caption for **[platform]** explaining **[restaurant name]** 's loyalty programme. Use only the confirmed mechanics: [exact structure, such as how customers earn, what they receive and how to join]. The audience is regulars and frequent visitors. Focus on appreciation rather than discounting language. End with " **[exact CTA]** ." Do not invent rewards, thresholds or terms.

Local discovery post

Write a caption for **[platform]** introducing **[restaurant name]** to people who are new to **[neighbourhood or city]** . Cover who we are, what we are known for (**[signature dishes or experience, exact names]**), and where to find us (**[address or landmark reference]**). The audience is new residents and visitors searching for places to eat in **[area]** . Use a friendly, local tone and include **[number]** location-relevant hashtags. End by inviting readers to **[visit, book or follow]** . Do not invent history, awards or claims like "best in **[city]** ." .

RESTAURANT WRITING TIPS

- Never invent ingredients, dietary or allergen claims, prices, availability or opening hours. Paste them from your menu and confirmed schedule, and tell Chirpy to use them exactly.
- Dietary and allergen wording is a safety matter, not a marketing flourish. Only include "gluten-free," "vegan" or "nut-free" when your kitchen has confirmed it, and use your standard disclaimer where cross-contamination is possible.
- Write for the occasion, not just the dish. "Friday night with friends" sells more tables than an ingredient list.
- Match the call to action to the behaviour you want: "Book," "Order now," "Walk in from 4pm," "Enquire for groups."
- Post specials with a clear time boundary so old posts do not mislead. Say when an offer ends.
- Name your neighbourhood and city often. Local discovery is how new customers find you.

2. Image Generation

What to include in an image prompt

A strong restaurant image prompt should include:

Subject + setting + composition + visual style + lighting + camera angle + mood + brand direction + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .
Use a **[visual style]** style with **[lighting]** .
Show the scene from **[camera angle or perspective]** .
The image should feel **[mood]** .
Include **[important visual details]** .
Use tones that complement my BrandKit colours.
Leave clear space in **[location]** for **[headline, logo or offer]** .
Format it as **[aspect ratio]** .
Do not include **[unwanted elements]** or generated text.
Label as a concept image; it must not be presented as one of our actual dishes.

WEAK PROMPT

Make a nice picture of pasta.

IMPROVED PROMPT

Create a photorealistic concept image of a rustic Italian dinner table setting: a wooden trattoria table with a lit candle, a glass of red wine, torn bread and a linen napkin, in a warm, intimate dining room at evening. Use editorial food-photography styling with soft candlelight and shallow depth of field, shot from slightly above table level. The mood should feel like a relaxed neighbourhood dinner, matching Trattoria Allora's warm palette. Leave negative space in the top third for a headline. Format it as 4:5 for Instagram. Do not include recognisable faces, brand logos or generated text. Label as ambience concept imagery, not a photo of our actual dishes.

Ready-to-use image prompts

Ambience and atmosphere image

Create a photorealistic concept image of a **[restaurant style]** dining room atmosphere in the **[evening, morning or afternoon]** : [key details, such as warm pendant lighting, set tables, a bar in soft focus]. Use editorial interior-photography styling with **[lighting]** . The mood should feel **[mood, such as intimate, lively or relaxed]** . Use tones that complement my BrandKit. Leave negative space at the **[position]** for a headline. Format as **[aspect ratio]** . Do not include readable signage, logos or generated text. Label as concept imagery, not a photo of our venue.

Seasonal campaign visual

Create a photorealistic seasonal concept image for our **[season]** menu campaign: **[seasonal produce or table styling relevant to the season]** arranged on **[surface]** , with **[seasonal light, such as low golden autumn light]** . Keep the styling tasteful and the food elements generic rather than imitating a specific menu dish. The mood should feel **[mood]** . Leave space for the campaign headline. Format as **[aspect ratio]** . Label as campaign concept imagery; our actual dishes will be photographed separately.

Brunch table concept

Create a bright, photorealistic concept image of a shared brunch table: [elements such as coffee cups, fresh juice, flowers, cutlery and a sunlit café table], shot from above in a flat-lay style with natural morning light. The mood should feel social and unhurried, matching a neighbourhood brunch café. Keep any food elements generic so the image does not imitate a specific menu item. Leave negative space in the centre-top for text. Format as 4:5. Do not include faces, logos or generated text. Label as concept imagery.

Drinks and happy hour visual

Create a photorealistic concept image of [drink type, such as two spritz-style cocktails or craft beers] on a bar top in [setting, such as golden late-afternoon light with the bar softly blurred behind]. Use vibrant, editorial drinks-photography styling with condensation detail and warm backlighting. The mood should feel social and end-of-week. Leave the **[position]** clear for the happy hour details to be added as exact text afterwards. Format as **[aspect ratio]**. Do not generate any readable text, menus or prices in the image. Label as concept imagery.

Delivery and takeaway lifestyle image

Create a photorealistic lifestyle concept image of a cosy night in with takeaway: [scene, such as a coffee table with unbranded takeaway containers, a sofa and soft lamp light]. The mood should feel comfortable and effortless. Keep all packaging plain and unbranded, and food elements generic. Leave space at the **[position]** for the ordering call to action. Format as 4:5. Do not show any delivery platform's branding or generated text. Label as concept imagery.

Private events setting

Create an elegant, photorealistic concept image of a long table set for a private dinner: [details such as candles, folded napkins, wine glasses and low floral arrangements] in a warm private-dining space. Use refined editorial styling with soft, warm lighting and a slightly elevated camera angle down the table. The mood should feel special but welcoming, not stiff. Leave negative space at the top for "Private dining enquiries." Format as **[aspect ratio]**. Do not include faces, logos or generated text. Label as concept imagery, not our actual room.

Ingredient texture background

Create a clean, photorealistic background image based on [ingredient or texture, such as scattered flour on dark timber, fresh herbs on marble or coffee beans on linen]. Keep the composition even with no strong focal point in the centre, suitable to sit behind white or dark text. Use soft directional light and tones that complement my BrandKit colours. Format as 9:16 for Story backgrounds and 4:5 for feed use. Do not include text or logos.

Neighbourhood lifestyle image

Create a photorealistic concept image representing eating out in **[neighbourhood or city]** : [local flavour elements, such as a leafy street with café tables, evening string lights or a corner bistro exterior]. Use warm editorial travel-photography styling. The image should feel authentic to the area without depicting a real, identifiable business. Leave space for a headline. Format as **[aspect ratio]** . Do not include readable signage, real trademarks or generated text. Label as concept imagery.

RESTAURANT IMAGE-GENERATION TIPS

- Generated food imagery must never misrepresent your actual dishes. Use real photography for menu items, and generated images for ambience, campaigns and concepts.
- Label concept imagery clearly, in the caption or on the design, so customers do not mistake it for your real food or venue.
- Keep generated food elements generic. Do not ask Chirpy to recreate a named menu dish; the result will not match what arrives at the table.
- Never generate text, menus or prices inside an image. Leave negative space and add exact wording afterwards.
- Specify time of day and light source. "Warm candlelight at evening service" and "bright morning window light" create completely different appetites.
- Mention your BrandKit palette so campaign imagery sits comfortably next to your real photography in the feed.
- Photograph your real dishes in good natural light whenever possible. Generated concepts support the feed; real food sells the food.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong restaurant design prompt should include:

Design format + objective + platform + exact required text + slide count and per-slide purpose + information hierarchy + visual style + BrandKit reference + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[topic]** .

The target audience is **[audience]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[one idea per slide, in order]** .

The final slide should include the call to action " **[exact CTA]** ." .

Use **[visual style]** with my BrandKit colours, fonts and logo.

Use only the supplied dish names, prices, dates and times, exactly as written.

Keep each slide under **[word limit]** words and readable on a phone.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a poster for our specials.

IMPROVED PROMPT

Create a weekly specials poster for Fig & Thistle for Instagram. Use the supplied photo of our ricotta hotcakes as the main visual. Include this text exactly:

"This Week at Fig & Thistle"

"Ricotta Hotcakes with Poached Pear, \$19"

"Smoked Salmon Rösti, \$22"

"Available Saturday and Sunday, 8am to 1pm"

"Book or walk in"

Use our BrandKit's cream and sage palette with our fonts and logo. Make the dish names the most prominent text after the headline, keep everything readable on mobile, and format it as 4:5 with a 9:16 Story version. Do not reword the dish names or change any price or time.

Ready-to-use design prompts

Weekly specials poster

Create a specials poster for **[restaurant name]** for **[platform]**. Use the supplied dish photo as the main visual. Include this text exactly: headline "**[exact headline]**", "specials "**[exact dish names and prices]**", "availability "**[exact days and times]**", "and the call to action "**[exact CTA]**". Use my BrandKit fonts, colours and logo. Make the specials easy to scan in three seconds on a phone. Format as 4:5 with a 9:16 Story version. Do not reword, add or remove any dish, price or time.

New menu launch carousel

Create a **[number]**-slide Instagram carousel announcing **[restaurant name]**'s new **[season or menu name]** menu. Slide 1: "**[exact hook headline]**". Slides 2 to **[number]**: one confirmed dish per slide, using the supplied photos and these exact dish names and descriptions: **[list]**. Final slide: launch date **[date]** and the call to action "**[exact booking CTA]**". Use my BrandKit styling with generous space around each dish photo. Keep each slide under 20 words. Format every slide as 4:5. Do not invent dishes or alter menu wording.

Happy hour poster

Create a happy hour poster for **[restaurant name]** . Include this text exactly:

"Happy Hour"

" **[Days]** "

" **[Start time]** to **[end time]** "

" **[Exact offers and prices]** "

" **[Exact CTA]** "

Make the days and times impossible to miss. Use a lively design with my BrandKit colours and fonts, and the supplied drinks photo if provided. Format as 4:5 for the feed and 9:16 for Stories. Do not change any time, day, offer or price.

Event announcement graphic

Create an event announcement graphic for **[restaurant name]** 's [event, such as a wine dinner, live music night or supper club]. Include this text exactly:

" **[Event name]** "

" **[Day and date]** "

" **[Start time]** "

" **[Price or ticket details]** "

" **[Booking instruction]** "

Use the supplied image or an elegant BrandKit-styled layout with clear hierarchy: event name first, date and time second. Format as 4:5 and 9:16. Do not alter any date, time, price or inclusion, and do not add performers or menu details I have not supplied.

Brunch menu highlights carousel

Create a six-slide Instagram carousel showcasing brunch at **[restaurant name]** . Slide 1:

" **[exact hook, such as 'Weekends taste better here']** ." Slides 2 to 5: one brunch dish per

slide using the supplied photos and these exact names: **[dish list]** . Slide 6: brunch hours

" **[exact days and times]** " and the call to action " **[exact CTA]** ." Use a bright, appetising

layout with my BrandKit. Keep each slide under 15 words and format as 4:5. Use only supplied dish names and hours.

Review quote graphic

Create a quote graphic featuring this genuine customer review of **[restaurant name]** : " **[exact review text]** " credited to " **[name or 'Google review']** ." Do not paraphrase, shorten or embellish the review. Set the quote in large readable type with my BrandKit fonts and colours over **[a subtle background or the supplied photo]** . Add a small line at the bottom: " **[exact CTA]** ." Format as 1:1 for the feed and 9:16 for Stories.

Loyalty programme explainer graphic

Create a simple explainer graphic for **[restaurant name]** 's loyalty programme. Present the confirmed mechanics in **[number]** steps, using this exact wording: **[step one]** , **[step two]** , **[step three]** . Include the exact joining instruction " **[how to join]** " and any terms line " **[exact terms]** ." Use clean icons, my BrandKit styling and a friendly tone. Keep it scannable in under ten seconds on mobile. Format as 4:5. Do not add rewards, thresholds or conditions I have not supplied.

Private dining one-pager

Create a one-page private events overview for **[restaurant name]** , for use as a PDF and a 4:5 social version. Sections, using only supplied information: the spaces available (" **[exact names and capacities]** "), what is included (" **[exact inclusions]** "), sample occasions (**[event types]**), and how to enquire (" **[exact contact details]** "). Use the supplied venue photos and my BrandKit with an elegant, clear section hierarchy. Do not invent packages, prices, minimum spends or availability.

RESTAURANT DESIGN TIPS

- Supply exact wording for every dish name, price, date, time and offer, and instruct Chirpy to use it verbatim. A wrong price on a poster costs you money or trust, sometimes both.
- Put the time-and-day information where nobody can miss it. Specials and events fail when people cannot instantly see when to come.
- Use your real dish photography in menu-related designs. Generated imagery belongs in concepts and backgrounds, clearly labelled.
- One dish or one message per slide. Crowded slides read like a cluttered menu board.
- Include any required dietary or allergen disclaimer exactly as your kitchen has approved it, or leave dietary claims off entirely.
- Design for a phone held by someone hungry and distracted: big dish names, high contrast, minimal copy.

4. Image Editing

What to include in an editing prompt

A strong restaurant editing prompt should identify:

What to preserve + what to change + where the change is needed + how it must match the original + what must not be altered

Reusable formula

Edit the supplied image while preserving **[protected elements, especially the actual food]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and honest to the real dish, venue and portion.

Do not alter [elements that must remain unchanged, especially the dish itself, portion size and menu or signage text].

WEAK PROMPT

Make this food photo look amazing.

IMPROVED PROMPT

Edit the supplied photo of Trattoria Allora's Pappardelle al Ragù di Agnello. Preserve the dish exactly: the pasta, sauce, garnish, portion size and the plate it is served on. Remove the crumpled napkin and the smartphone at the edge of the frame, and tidy the small sauce smudge on the table beside the plate. Correct the exposure and white balance so the dish looks the way it does in person, without oversaturating the sauce. Match the original shadows and perspective. Do not add ingredients, garnish or steam that was not in the photo.

Ready-to-use image-editing prompts

Clean up a dish photo

Edit the supplied photo of **[dish name]** . Preserve the dish exactly, including ingredients, garnish, portion size and plating. Remove [distracting items, such as used cutlery, napkins, phone, sauce smudges or crumbs] from around the plate. Reconstruct the table surface naturally. Match the original lighting and shadows. Do not alter the food itself in any way.

Honest colour and exposure correction

Enhance the supplied food photo by correcting exposure, white balance and sharpness so the dish looks as it truly does in person. Preserve the real colours, textures and portion of the food. Do not oversaturate, add gloss or steam, enlarge the portion, or change any ingredient's appearance. The result must remain an accurate representation of what we serve.

Dining room declutter

Edit the supplied photo of our dining room. Preserve the room's real layout, furniture, fixtures, décor and dimensions. Remove [temporary clutter, such as cleaning equipment, stacked chairs, delivery boxes or cables]. Reconstruct hidden floor and wall areas naturally. Keep the result photorealistic and honest to how the room actually looks when set for service.

Protect diner privacy

Edit the supplied photo taken during service to remove or anonymise the identifiable guests in **[location in frame]**, since we do not have their consent to post. Preserve the atmosphere, staff members who have consented, tables and the room itself. Reconstruct the background naturally where guests are removed. Do not alter the food, signage or layout.

Background replacement for a dish

Edit the supplied photo of **[dish name]**. Preserve the dish, plate and portion exactly, including every ingredient and garnish. Replace the busy background with [new setting, such as a clean timber tabletop or a dark slate surface]. Match the lighting direction and add natural contact shadows so the plate sits believably on the new surface. Do not regenerate or retouch the food itself.

Seasonal refresh of venue exterior

Edit the supplied photo of our restaurant exterior to suit **[season or occasion]**. Preserve the building, entrance, real signage text and street context exactly. Add subtle, realistic seasonal details such as [details, such as autumn leaves or tasteful festive lights around the doorway]. Do not change our signage, opening-hours board or the structure of the venue, and keep the result believable.

Menu board and signage accuracy check

Edit the supplied photo of our counter area. Preserve the menu board and all signage text exactly as photographed; do not regenerate, sharpen away or alter any letter, price or item on it. Remove **[clutter items]** from the counter and correct the overall exposure. If any part of the menu board would be reconstructed by the edit, leave that area untouched instead.

Extend for Stories format

Extend the supplied 1:1 dish photo into a vertical 9:16 composition for Stories. Preserve the dish and its position of emphasis exactly. Naturally extend the table surface and background rather than stretching or distorting the plate. Leave the top quarter relatively clean for text to be added afterwards. Do not crop into the food.

RESTAURANT IMAGE-EDITING TIPS

- Edit around the food, not the food. Cleaning up a messy table is honest; enlarging a portion, adding garnish or faking steam misrepresents the dish.
- Correct colour to match reality, not to outperform it. Customers compare the photo to the plate in front of them.
- Never let an edit regenerate menu boards, price signs or opening-hours signage. Reconstructed text is how wrong prices end up in your own photos.
- Remove or anonymise guests you do not have consent to post. Staff should have agreed to appear too.
- State exactly what must be preserved: the dish, portion, plate, signage and room layout.
- When adapting formats, extend backgrounds instead of stretching. A warped plate is instantly noticeable.

5. AI Video Generation

What to include in a video-generation prompt

A strong restaurant video prompt should include:

Objective + platform + duration + aspect ratio + opening hook + scene sequence + subject and camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[dish, offer, event or experience]** .

Scene 1: **[opening hook visual]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving clear space for " **[exact CTA]** " to be added as a text overlay.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

Do not generate readable text, menus or prices within the footage.

Do not include **[unwanted elements]** .

Label as concept footage; do not present it as our actual dishes, venue or staff.

WEAK PROMPT

Make a video of delicious food.

IMPROVED PROMPT

Create a 15-second 9:16 Instagram Reel concept promoting weekend brunch for Fig & Thistle. Scene 1: morning sunlight moving across a café table as a hook. Scene 2: coffee being poured in slow motion, steam catching the light. Scene 3: a lively, soft-focus brunch table of friends laughing, no identifiable faces. End on a bright, clean frame with space for the text "Brunch, Saturday and Sunday, 8am to 1pm" to be added as an exact overlay afterwards. Use smooth, unhurried camera movement, warm natural light and a relaxed pace with gentle acoustic music, no voice-over. Do not generate any readable text, menus or prices in the footage. Label as concept footage, not our actual dishes or café.

Ready-to-use video-generation prompts

New dish teaser concept

Create a **[duration]** **[aspect ratio]** teaser video building anticipation for a new dish at **[restaurant name]**. Scene 1: an intriguing close-up of [generic cooking detail, such as a pan flame or sauce being spooned] without showing a full dish. Scene 2: [build-up visual, such as hands finishing a plate, food out of focus]. Scene 3: a final frame with space for the exact dish name and launch date to be overlaid. Use **[visual style]**, moody kitchen lighting and rising pacing with **[music direction]**. Do not depict a specific finished dish; the real dish appears in our own photography. Label as concept footage.

Ambience mood video

Create a **[duration]** 9:16 mood video expressing an evening at a **[restaurant style, such as a warm neighbourhood trattoria]**. Scenes: candles being lit, wine being poured, soft-focus tables filling, gentle movement through a warm dining room. Use slow, elegant camera movement, warm low lighting and an intimate pace with **[music style]**. End on a calm frame with space for "**[exact booking CTA]**." Do not generate readable text or identifiable faces. Label as concept footage, not our actual venue.

Happy hour promo concept

Create a **[duration]** 9:16 video promoting happy hour energy. Scene 1: condensation rolling down a cold glass as the hook. Scene 2: drinks being clinked over a bar top in golden late-afternoon light. Scene 3: a lively, soft-focus bar atmosphere. End with a bold frame with space for the exact days, times and offers to be added as text overlays. Use punchy cuts, vibrant colour and upbeat music. Do not generate any readable prices, menus or brand marks. Label as concept footage.

Seasonal menu trailer

Create a **[duration]** **[aspect ratio]** trailer for our **[season]** menu launch. Scenes: [seasonal produce visuals, such as market vegetables, falling leaves or citrus being sliced], then warm kitchen activity, then a set table awaiting guests. Use cinematic close-ups, natural seasonal light and a build in pacing toward the end frame. Leave the final frame clear for the exact launch date and " **[exact CTA]** ." Use **[music direction]** , no voice-over. Do not depict specific menu dishes; the real dishes will appear in our own photography. Label as concept footage.

Delivery and takeaway ad concept

Create a **[duration]** 9:16 ad concept for ordering in from **[restaurant name]** . Scene 1: rain on a window or a cosy lamp-lit living room as the hook. Scene 2: an unbranded takeaway bag arriving at a door. Scene 3: a relaxed night-in scene, food kept generic and unbranded. End with space for the exact ordering instructions to be overlaid. Use warm, comfortable styling and **[music direction]** . Do not show any delivery platform's branding, invented packaging text or a specific menu dish. Label as concept footage.

Private events promo

Create a **[duration]** **[aspect ratio]** video promoting private dining at **[restaurant name]** . Scenes: a long table being set with care, candles lit, glasses polished, a toast among soft-focus guests. Use refined, slow camera movement, warm elegant lighting and **[music style]** . End on a composed frame with space for "Private dining enquiries" and " **[exact contact CTA]** ." Do not generate readable text or identifiable faces. Label as concept footage rather than our actual private room.

Booking explainer animation

Create a **[duration]** animated vertical video explaining how to book a table at **[restaurant name]** in **[number]** steps. Use clean, friendly motion graphics in tones that complement my BrandKit, with simple visual metaphors for each step. Leave space for the exact step wording, booking link and hours to be added afterwards as text overlays; do not generate readable text within the animation. Use light, positive background music and space for an optional voice-over.

Local discovery video

Create a **[duration]** 9:16 video welcoming people to eat in **[neighbourhood or city]** . Scenes: charming local streets, evening lights coming on, a corner restaurant glow, people strolling to dinner in soft focus. The mood is "your neighbourhood table." Use warm editorial styling and unhurried pacing with **[music direction]** . End with space for " **[restaurant name]** , **[area]** " and " **[exact CTA]** " overlays. Do not depict real identifiable businesses, signage or trademarks. Label as concept footage.

RESTAURANT VIDEO-GENERATION TIPS

- Generated footage must never be passed off as your actual dishes, kitchen, venue or staff. Use it for mood, concepts and campaigns, clearly labelled, and film your real food for everything else.
- Keep exact wording out of generated footage. Dish names, prices, dates and hours belong in text overlays added afterwards, where spelling and numbers are controlled.
- Brief like a director: hook, scenes, camera movement, pace, mood, end frame. Appetite is built shot by shot.
- Keep individual scenes short. Food content lives on fast platforms; three seconds per shot is a good default.
- Ask for space on the final frame for your booking or ordering CTA. A beautiful video with no next step fills no tables.
- Avoid identifiable generated faces presented as customers or staff.

6. Video Editing

What to include in a video-editing prompt

A strong restaurant video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + call to action + export formats

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook moment]** .
Keep **[important footage]** .
Remove [unwanted footage, including clips showing guests without consent].
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transition style]** .
Add **[captions, music, logo or overlays from my BrandKit]** .
Add these exact text overlays: **[dish names, dates, times, prices, exactly as written]** .
End with " **[exact CTA]** ."
Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Cut our kitchen footage into a Reel.

IMPROVED PROMPT

Edit the supplied kitchen footage from Trattoria Allora into a 20-second Instagram Reel about how our fresh pappardelle is made. Open with the most satisfying moment: the pasta sheet running through the roller. Keep the dough kneading, hand-cutting, dusting with flour and the finished nests being set on trays. Remove shaky clips, dead time between steps and any footage where the walk-in and cleaning area are visible. Use quick, rhythmic cuts matched to warm acoustic music. Add short step captions using our BrandKit font, with this exact final overlay: "Fresh pappardelle, rolled every morning." End with "Book your table, link in bio." Export in 9:16 with a 4:5 feed version.

Ready-to-use video-editing prompts

Behind-the-scenes kitchen Reel

Edit the supplied kitchen prep footage into a **[duration]** vertical Reel. Open with the most visually satisfying moment. Keep the clips showing **[prep steps in order]**. Remove shaky, dark or repetitive footage and anything showing **[areas or items to exclude]**. Use rhythmic cuts matched to **[music direction]**. Add short step captions in my BrandKit font and this exact closing overlay: "**[exact line]**." End with "**[exact CTA]**." Export in 9:16.

Dish reveal edit

Edit the supplied footage of **[dish name]** into a **[duration]** video for **[platform]**. Open with the best close-up of the finishing touch, such as **[moment, such as the sauce pour or the final garnish]**. Keep the most appetising plating shots and remove duplicates and unfocused clips. Use slow, indulgent pacing with **[music direction]**. Add the exact dish name "**[dish name]**" and price "**[price]**" as supplied, nothing more. Do not use filters or colour grading that change how the dish actually looks. End with "**[exact CTA]**."

Chef or team interview edit

Edit the supplied interview footage with **[name, role]** into a **[duration]** video for **[platform]**. Open with their strongest line. Remove pauses, filler words, repeated takes and off-topic sections without changing the speaker's meaning or splicing words into sentences they did not say. Add accurate burned-in captions, subtle punch-in cuts and low background music. Cut in the supplied b-roll of **[kitchen or dining footage]** where it matches what is said. End with their name, role, our logo and "**[exact CTA]**."

Event highlight reel

Edit the supplied footage from our **[event, such as a wine dinner or live music night]** into a **[duration]** highlight video. Structure: arrival and atmosphere, **[two or three key moments]**, and a warm closing shot. Remove any clips where guests who did not consent to filming are clearly identifiable. Add captions naming performers or hosts using only the supplied name list. End with the exact details of the next event, "**[exact date, time and booking instruction]**," and export in 9:16 and 1:1.

Customer testimonial edit

Edit the supplied customer testimonial footage into a **[duration]** video. Preserve the customer's exact words and natural tone; remove pauses and repetition only. Open with their strongest sentence. Add accurate captions and gentle supporting b-roll from the supplied footage where it matches what is being said. Do not add dishes, claims or experiences the customer did not mention. End with our logo and a soft " **[exact CTA]** ."

Photos to menu showcase video

Turn the supplied dish photos into a **[duration]** video for **[platform]** . Arrange them in this order: **[sequence, such as starters, mains, desserts]** . Use subtle movement on each image and clean transitions, without warping the plates or portions. Overlay each dish's exact name and, if supplied, price, exactly as written: **[list]** . Add **[music direction]** and end with our logo and " **[exact CTA]** ." Do not include any dish I have not listed.

Long footage to short clips set

Review the supplied long-form footage from **[service, event or shoot day]** and create **[number]** short vertical clips of **[duration]** each: for example, one atmosphere clip, one kitchen clip and one dish close-up clip. Give each clip its own hook in the first two seconds, accurate captions and its own call to action: **[CTA per clip or one shared CTA]** . Remove any clips showing guests without consent. Export all clips in 9:16 with a one-line description of each.

Service-night atmosphere edit

Edit the supplied Friday-service footage into a **[duration]** atmosphere video for **[platform]** . Open with the moment the room feels most alive. Keep candlelit tables, pouring shots, pass-side plating and staff moments where the team has consented to appear. Remove empty-room shots, harsh lighting and identifiable guests without consent. Use warm colour correction that stays true to the room, smooth cuts and **[music direction]** . End with " **[exact booking CTA]** ." Export in 9:16.

RESTAURANT VIDEO-EDITING TIPS

- Editing may tighten and polish, but it must not change what a dish, portion or room actually looks like, or what a speaker actually said.
- Always request captions. Most food video is watched on mute, in a queue, at lunch.
- Confirm consent for every identifiable face: guests, staff and performers. Cut anyone who has not agreed.
- Overlay dish names, prices, dates and hours as exact supplied text. Never let them be typed from memory or guessed.
- Keep colour correction honest. A grade that makes the food look better than the plate creates disappointed reviews.
- Front-load the hook: the pour, the pull, the cut, the flame. You have two seconds before the scroll.
- Deliver labelled versions by platform and ratio (9:16 Reels and Stories, 4:5 feed, 16:9 YouTube).

Restaurant Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The content objective (bookings, orders, walk-ins, event enquiries, awareness)
- ✓ The target audience (locals, regulars, brunch crowds, groups, event planners)
- ✓ The dish, special, event or experience being promoted
- ✓ Verified facts written exactly: dish names, ingredients from the menu, prices, dates, times and opening hours
- ✓ Confirmed dietary and allergen wording only, with your standard disclaimer where needed
- ✓ The publishing platform
- ✓ Your restaurant's tone
- ✓ The required format and aspect ratio
- ✓ The call to action, word for word where it matters
- ✓ Consent status for any identifiable guests or staff
- ✓ Whether imagery or footage is real or concept, and the concept label where required
- ✓ Anything Chirpy must not change or invent: ingredients, dietary claims, prices, availability, opening hours, reviews or awards

Suggested Chirpy Interface

Each Restaurants template in the Prompt Academy should have:

Prompt title

Example: New Dish Announcement Caption

Best for

Instagram, Facebook and TikTok

Editable fields

- Restaurant name (from BrandKit)
- Dish, special or event name
- Verified details (ingredients, prices, dates, times, hours)
- Target audience
- Occasion or angle
- Tone
- Platform(s)
- Call to action
- Dietary or allergen wording (confirmed only)
- Concept-imagery label toggle
- Restrictions and must-not-invent notes

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Create a **[platform]** caption for **[restaurant name]** announcing **[dish, special or event]**. Use only these verified details exactly: **[dish names, ingredients, prices, dates, times]**. The target audience is **[audience]**. Focus on **[angle or occasion]**. Use a **[tone]** tone. End by asking readers to **[call to action]**. Do not invent ingredients, dietary claims, prices or opening hours. Keep it under **[word count]** words.