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Tucson Foodie Reinvents Itself, Launches New Club to Make Dining Out and Supporting Local Restaurants Both Fun and (Actually) Affordable

February 13, 2024 [TUCSON] — Over the last few years, Tucson Foodie—a regional, online magazine that celebrates food and beverage culture—has grown and expanded its focus with a variety of events, festivals, and innovative concepts that seek to provide value and community to its readers. After trying out a variety of concepts, owner/CEO Shane Reiser decided to combine them all into one comprehensive idea: [Tucson Foodie Insiders](#), a membership and accompanying app that offers over \$4,500 in vouchers to over 90 local restaurants, hosts free mixers, provides access to their exclusive R&D dinner experiences, and more.

“When I first moved to Tucson ten years ago, I struggled to find my community,” says Reiser. “I discovered Tucson Foodie and was inspired to try new foods, meet interesting people, and explore Tucson in a way that helped make it home for me. Since becoming the owner of Tucson Foodie, my goal has been to recreate the same experience for others, which is where Tucson Foodie Insiders comes in.”

Tucson Foodie Insiders was created as an easy and affordable way for members of the community to discover new food, support Tucson businesses, and connect with other local foodies—all for the great price of just \$20 a month. Vouchers from \$10 to \$40 are available for the 90+ partner restaurants on the app, with most vouchers renewing monthly or quarterly. Unused vouchers can also be given away as gifts to friends and family, providing additional value for members during birthdays or holiday seasons.

“The membership pays for itself after just one \$20 meal voucher and every subsequent dining experience then turns into an opportunity for savings,” says Reiser. “The average person living in Tucson spends between \$240 and \$300 a month dining out. For Tucson Foodie Insiders, vouchers often cover almost the entire bill, allowing them to dine out much more affordably.”

Partner restaurants include local favorites like BATA, Falora Pizza, Prep & Pastry, The Parish, Zio Pepe, and more. One of the most popular offers is for Transit Tea, which provides a \$10 voucher that renews every month. Owner Manish Shah sees a lot of the same Insiders every

month at Transit Tea and loves connecting with the variety of people Tucson Foodie Insiders brings into his shop.

“Transit Tea loves the Tucson Foodie Insiders program because it gives us monthly visits with locals who love Tucson-based food,” says Shah. “Once they come to taste our tea and feel the love, they come by more regularly and bring friends. It’s a great way to expand our connections within the community.”

In addition to vouchers, Insiders can join free monthly foodie mixers, receive presale access and discounts for local festivals like the Tucson Craft Beer Crawl, and gain access to Tucson Foodie’s monthly R&D dinner series for an evening of experimental tasting menus and dialogue between chefs and diners. Members love the value, the adventure of discovering new places, and the sense of community Tucson Foodie Insiders provides.

“I love being a part of this community,” says Colby Elliott, a Tucson Foodie Insider. “I’ve made new friends, explored new restaurants, and had some super memorable experiences. So glad this exists in Tucson!”

Tucson Foodie Insiders is \$20 a month—less than the cost of a large pizza—and can be paused or canceled anytime with just one click. For those eager to dive into Tucson’s culinary scene, connect with fellow food enthusiasts, and enjoy substantial savings, visit Insiders.TucsonFoodie.com.

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