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

bellastable.pages.dev
See it live: the 2-minute demo, the calculator and every source

Delivery brings food. Bella's saves you a seat. So the family goes on camera, and every post ends with a reason to come sit down.

01 The situation

Regulars love the food. Young diners just haven't found it yet.



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

<500 followers **$500** a month

What gets them to try a place[1]

Social media	55%
Discounts	29%

Bella's own discounts didn't work.

Working against it

- 40% of young diners pick lunch on TikTok or IG[2].
- Chains outspend it, and delivery apps win on speed.
- 3–5% margins[3] make discounts hurt.

Working for it

- 30 years of stories and loyal regulars.
- Handmade food that films well.
- A real family and a dining room to sit in.

It has to work for the family (4 hours a week, max), regulars, staff, Gen Z and 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
College students who come in groups of six and spend about $15 each.
Study Hall and club nights bring them in, and the Family Card keeps them coming.

The Date Night 22–29
Couples who read reviews first and want a place with a story.
A monthly Vault Drop gives them a reason to book, and to return.

The Team Dinner 16–18
High school teams who show up together after games.
Team nights get the roster in, and a photo on the Wall makes it their spot.

03 Where we post

Film for TikTok, repost everywhere, keep Google current.

TikTok 4 a week
Gen Z's **#1** way to find restaurants (38%)[4]. **58%** of users have visited one they saw there[5].

→ **Instagram**
Each TikTok becomes a Reel. **8 in 10** adults 18–29 use it[6].

→ **YouTube Shorts**
The same video again, for free extra reach.

Google profile People check it before visiting, and complete profiles get **70%** more visits[7].

We skip

~~**X, Pinterest, Snapchat:**~~ nobody looks for restaurants there.
~~**Delivery app promos:**~~ they take 15–30% of each order[8].
~~**Coupons:**~~ our one perk is a tracked dessert.
~~**Big influencers:**~~ costly and not local.

04 What we post

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

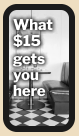
6 · Family Recipe dishes made for decades

5 · Meet the Family the owners answer comments

3 · Regulars a regular meets a newcomer

2 · Drops what's coming next

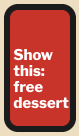
Video #1



0–2 s the hook, over the menu →



3–25 s an owner explains the sauce →



last 3 s the offer, pinned in comments

Every video is 15–45 seconds, captioned, with original audio and a location tag. Two local creators a month (2K–10K followers) add reach, since small creators get 9–12% engagement versus about 7% for big ones[9].

05 Four reasons to come in

Each uses something only Bella's has. **Month 2:** Vault Drop and the Wall. **Month 3:** Supper and Study Hall.

$50/mo

The Vault Drop

An old-menu dish returns for 14 days, dine-in only, and comments vote on the next.

81% of Gen Z chase limited-time items[10].

$1/photo

Wall of Family

On your fifth visit, your photo joins decades of regulars (signed release).

Five visits turns a try into a habit.

$18 seat

Sunday Supper

A monthly, prepaid 10-seat family-style table that anyone can join.

24% of under-30s feel lonely on a given day[11].

$10 combo

Study Hall

Tue and Wed, 2 to 5 pm, while open anyway, with Wi-Fi and refills.

It fills the week's slowest hours.

Bella's — Money, timeline and proof

Demo, calculator and every source: bellastable.pages.dev

06 From feed to table

Every post leads people one step closer to a table, and we count how many make each step.

Scroll	Search	Sit	Stay	Share
They see our 4 weekly videos, creator posts and boosts.	They check Google and our bio for the menu and map.	They show a video when ordering and get a free dessert.	Card stamps and a Wall photo at visit five bring them back.	They post their plate, and we repost it.
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 measure, and boosts are the one line we raise or cut each month.

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 buys the setup: a camera kit, frames, cards, a decal and Canva ($415), plus one test creator ($85). TikTok Ads Manager is out because its minimums alone exceed our budget[13].

Pays for itself at ~2 extra guests a day

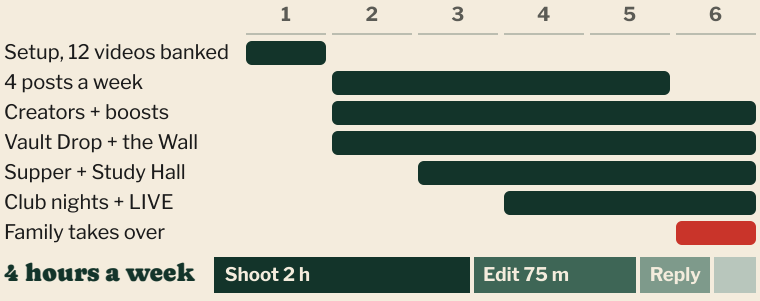
$15	Gen Z check[12]
– $4.50	food cost, 30%[3]
– $1.50	free dessert
= $9	left per new guest

$500 ÷ $9 ≈ 56 a month

If we hit month six's 300 new guests, that leaves about $2,700 after food cost, five times the spend.

08 Six months

The plan runs on a steady weekly routine, and any viral hit is extra.



How we decide: we only boost posts that get twice our usual views, cut a series that averages under half after six posts, and drop creators who bring fewer than 10 guests. NextWave coaches the family until month 6.

09 The scoreboard

We check these 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×**

Assuming about 40 guests a day, a $15 check and 30% food cost (confirmed in month 1), +25% is about 300 more visits a month.

10 It's worked before

10×
customers at **Lee's Noodle House** after a daughter's 7-second video of her dad[15].

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

3×
sales at **Izola's** from family-recipe videos. It later closed for lack of staff, which is why we cap the hours[17].

~2×
quesadilla sales when **Chipotle** turned a fan's TikTok hack into a real item. The Vault vote works the same way[18].

11 If this happens

A video blows up	We shorten the menu, prep extra and start a text waitlist. One review took a Chicago spot from 25 to 190 arancini a day[19].
Regulars feel crowded	Their tables stay theirs. They star in videos.
Family burns out	The 4-hour cap holds. We film in batches.
Mean comments	We reply kindly and leave honest criticism up.
Flat by month 3	We drop the weakest series, boost the best.

Sources

1 Belle Comms via NRN, 2025
2 Google via TechCrunch, 2022
3 US Foods; Restaurant365
4 Toast diner survey, 2025
5 MGH TikTok survey, 2024
6 Pew Research Center, 2025
7 Google Business Profile Help
8 DoorDash merchant pricing
9 HypeAuditor, 2026
10 TouchBistro and Harris Poll, 2025
11 Gallup, 2023
12 Our estimate; Darden 10-K, 2025
13 TikTok Ads; Sprout Social, 2025
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16 Utah Public Radio, 2022
17 WSAV, 2021; WTOC, 2023
18 Tubefilter, 2023
19 CBS Chicago, 2024
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