

**If the way to a man's heart is through his stomach,  
what's the way to a woman's heart?**

**Through *your* wallet! BUT not the way you're  
thinking!**

Dear Michael,

**I'm going to tell you a big secret...**

I met my husband, Dave, about 3 years ago. He was a nice guy, nothing more. Not someone I would usually pursue to start a relationship. We used to see each other at the local jam session every Sunday. You know, the one with the Joe Cocker sound-alike? Anyway, we got to chatting on a regular basis. But he was only ever a friend in my eyes.

**Until he took me out to dinner.**

My whole view of this guy changed in *one night*. He suddenly became someone I wanted to spend a lot more time with. And not just as a friend.

One dining experience transformed him from '*just good friends*' material to '*here's my door keys*' material!

**Girls don't care about money!**

The meal wasn't expensive. He didn't buy me roses or chocolates or perfume.

*But it was the most special evening I've ever had.*

*"What a place! When I found out exactly how the restaurant works I couldn't believe my ears! But it made complete sense. It's the reason I fell for my now husband!"*

**Mrs P.White**

**So what made it so special?**

This was no regular restaurant. This was a *speciality* restaurant, like nothing you've ever seen. Most men buy expensive gifts to make their lady feel special.

**Very few men know the secret I'm about to tell you...**

Show your wife she's special by taking her to '**The Red Key**'.

**Here's how:**

You are greeted outside your front door by a smooth, slinky, black chauffeur-driven limousine. After a short drive, you stop just before two large, black and gold glossed wrought iron gates. They are promptly opened by a tuxedo-dressed guard, who gives you an upwards-nod of recognition.

**But you've never seen him before.**

The approach to '**The Red Key**' restaurant itself has to be a 'windows-down' affair. The cool evening air carries the subtle but heady aroma of jasmine mixed with the fresh summery scent of cut-grass. The limo slows to a gentle halt and your door is immediately opened by the concierge. He greets you... not by 'Sir'... but by 'Mr Masterson'.

**But you've never met him in your life.**

You walk round and open your lady's door for her. Grape vines sprawl their arms up the smooth creamy-coloured outside wall of the building.... which is cylindrical! Spotlights shine upwards from the golf-green length lawn that surrounds the restaurant building, highlighting interesting coils of the grapevine. Two scarlet rose bushes stand either side of a thick mahogany-red door, which is opened by the manager. He greets you, again as 'Mr Masterson', and your coats are taken by the cloakroom attendant, who wishes you a pleasant evening.

### **How does the manager know your name?**

The manager leads you down the spot-lit hallway to a deep blue carpeted jazz bar. You are given dark red leather bound menus and invited to enjoy a drink at the bar before being seated. The tuxedoed bar man offers 'your usual, Mr Masterson?'

**Your name AND your usual?**

The double bass rebounds off the soft furnishing of the small seating area, accompanied by the rustley sound of a brush-played snare and the dancing deep hum melody of a gold saxophone. Just as the song finishes, the head chef approaches. He greets you by name and offers his recommendations.

*A succulent Argentinean prime cut entrecote steak with pink and green peppercorn sauce, accompanied by fresh crunchy mangetout and creamy buttered Jersey new potatoes?*

*Or perhaps you'd prefer the juicy **chicken breast** rolled with spinach and chorizo, served with oven-roasted aubergine, carrot and red onion?*

*Maybe you'll go for the lemon and parsley butter grilled **Dover sole**, or the rack of **baby lamb**, or the tender gamey-flavoured fillet of **venison**.*

You contemplate over a stirring jazz number then give your order to the head waiter. After finishing your drink, the head wine waiter introduces himself and invites you to follow him to the in-house wine cellar, please, Mr Masterson.

A spiral wrought iron staircase leads down to the sweet musty wood scented wine cellar. According to your choice of meal, several suitable half bottles are laid out, already open and breathing. Small trickles of deep burgundy wine are presented in oversized glasses.

*Will it be the faint aroma of cracked **cinnamon** lacing the deep rich **loganberry** body?*

*Or the lightly smoked **oak** flavours hiding amongst the fresh **strawberry** tones?*

*Perhaps the dark **blackcurrant** body mixed with slight **ginger** notes will suit your palate?*

The wine connoisseur shows you back up the spiral stairs, your bottle of choice in hand. You are led up a slightly sloping hallway which opens out to a spicy red coloured dining room. Rich mahogany wood covers the floors. The walls are adorned with oil paintings depicting the restaurant building during the eighteenth century. The glow from the flickering embers of an open stone fireplace cast dancing shadows on the heavy velvet curtains. Burgundy crescent-shaped high-backed sofas hug the round white dressed table. The polished sterling silver cutlery and crystal wine glasses reflect the light from the hand-carved candles.

The head wine waiter courteously adjusts the table for you to be seated. He addresses **you** when he wishes you both a good meal.

"My husband and I were going through a rough patch. We were just about to file for divorce when he managed to persuade me to go to dinner with him, as a last ditch attempt at saving our marriage. Well, it worked! It made me remember why I fell for him in the first place. '**The Red Key**' really does work wonders!"

**Mrs L.Prinse**

**So how on earth is this going to show your wife she's special?? She's hardly been mentioned when this whole meal is supposed to be about her!**

*It is about her, but it's more about you.*

I'll explain this shortly...

But here are some *extra bonuses* of '**The Red Key**' you have probably never seen before:

- You don't need to worry about trying to catch the waiter's attention because your table has a **personal phone**! Pick it up and you are directly connected to your waiter!
- If you don't like the background music, your waiter will be happy to *change it to something more to your taste!*

- Coffee and liquor are complimentary and can be enjoyed from the comfort of the jazz bar.
- You stay as long as you like! The restaurant has **no particular closing time**. If you wish to stay longer, the restaurant staff will be happy to serve.
- As well as *producing its own wine*, the restaurant also **makes its own chocolate!** Before you order coffee, you will receive a tour of the **Cocoa Room**, where the chocolate is made. You can choose any three *specially-made chocolates* you like to enjoy with your coffee.
- **When it's time to pay, you don't!** Just go back to the reception area, where your coat is returned to you and the limo takes you home! Paying in '**The Red Key**' is **not** standard practise. Payment is made at the end of the month using your *Executive Membership Card*!

"There are no words to describe this place! I loved the Executive Membership Card. The whole restaurant made me feel important and gave me the chance to spend some real quality time with my wife. She loved it!"

**Mr S.Peters**

Ok I guess you're *dying* to know what is so great about this restaurant that will make your wife feel special.

Well here it is.

## **Here's the *secret*.**

**It's not about her!**

Yes, you read right.

While it is true that women like to feel special, *most men do this in the wrong way*.

Yes, roses and chocolates and perfume are all nice. But what a woman *really* wants is to feel important... in **YOUR** company.

This means that **YOU** are the VIP. **YOU** are the one everyone knows and respects. **YOU** are the one that people will bend over backwards for.

**Sounds great doesn't it?**

*If you are treated like royalty, she will **feel** like royalty because she's in your company!*

'**The Red Key**' does that for you!

**You are the ultimate VIP for a night at this restaurant.**

And the surprising thing about this place is it *doesn't leave a massive dent in your bank balance!* They gain new customers so often, by word of mouth, that they can afford to keep the **prices at rock bottom!**

"I had never even heard of a restaurant like this before a good friend of mine recommended it to me. It was the perfect Valentine's dinner! My wife knows how the place works, but we still go every Valentine's Day, because it makes us both feel like real VIPs, without the huge bill!"

**Mr R.Niell**

**So, the way to a woman's heart is through *your* wallet. But it's not the cash she's looking for. It's *your* VIP cards!**

**But here's the catch.**

There is *always* a catch, as you know.

You can't tell *anyone* about this place unless it is a recommendation to someone you know in a similar situation.

This restaurant operates by recommendations **alone**. They don't advertise. They don't even talk about it outside the restaurant grounds!

**'The Red Key' is the answer to that *burning question* asked by most men. The way to a woman's heart.**

Take advantage! Many men would pay a lot of money *just for this information!*

What you need to do is call the restaurant manager on **555-3456** and give him the following details:

- Your full name, address and telephone number
- Your favourite drink
- Your taste in music

He will then ensure that everything is ready for you on the night, down to the last ice cube, and give you a quick run down on what to expect.

**'The Red Key'** will unlock the door to her heart!

*All you have to do is walk in.*

Your friend,

Sarah McIver

PS If you call before 5pm THIS EVENING you will get 10% off your account at the end of the month! Your *Executive Membership Card* will be sent to you before the evening of your meal. **Call now: 555-3456**

PPS The *limousine service* is a special perk that my husband received when he first discovered '**The Red Key**'. They don't offer it anymore. BUT if you mention that my husband and I recommended you, they will provide the limo service for FREE! **Call now: 555-3456**