



## **FACT SHEET**

### **ABOUT dineLA RESTAURANT WEEK:**

dineLA Restaurant Week is an annual dining event, showcasing Los Angeles as a premier dining destination and highlighting the diversity of culinary experiences that LA has to offer. Presented by LA INC. The Los Angeles Convention & Visitor's Bureau (LA INC.) in partnership with American Express and the LA restaurant community, dineLA Restaurant Week is designed to stimulate business and introduce new customers to restaurants located in the neighborhoods throughout LA County.

### **WHAT:**

dineLA Restaurant Week is one of LA's most anticipated food events of the year. Local foodies and visitors to LA will have the opportunity to enjoy a selection of specially priced three-course menus from participating restaurants during this annual dining event.

### **WHEN:**

Sunday, January 25 – Friday, January 30, 2009

Sunday, February 1 – Friday, February 6, 2009

### **MENUS & PRICING:**

Participating restaurants will opt into one of three dining categories and present three-course menus for lunch and dinner at special prices.

	<u>Lunch</u>	<u>Dinner</u>
Deluxe Dining:	\$16	\$26
Premier Dining:	\$22	\$34
Fine Dining	\$28	\$44

### **WEB SITE:**

[dineLA.com](http://dineLA.com)

### **ABOUT dineLA:**

dineLA is a dynamic marketing initiative among LA INC., American Express and the LA restaurant community to promote the scale and variety of LA restaurant and food experiences to locals and visitors. dineLA's comprehensive Web site provides detailed information and search capabilities for over 2,000 area restaurants; chef profiles; culinary events calendar; monthly enter-to-win giveaways; chef and restaurant videos; as well as engaging and timely editorial content. dineLA seeks to position Los Angeles among the top restaurant cities in the world and to build awareness, traffic and revenue for restaurants throughout the greater LA area. In addition, dineLA plays an active role promoting the LA restaurant scene year-round through involvement in industry events such as the LA Wine Fest, the Art of Food & Wine Palm Desert, and wine & dineLA.





**LA INC. RESTAURANT ADVISORY COMMITTEE:**

Emily Beretta	Ford's Filling Station
Don Luis Camacho	Olvera Street Restaurant Group, Camacho's Cantina, El Paseo Inn, Liberty Grill, & Mariasol Cocina Mexicana Restaurants
Gregory Day	Shutters on the Beach, Coast & One Pico Restaurants
Susan Feniger	Border Grill & Ciudad Restaurants
Ben Ford	Ford's Filling Station
Neal Fraser	BLD & Grace Restaurants
Andre Guerrero	Max Restaurant & The Oinkster
Randi Kirshbaum	Collins School of Hospitality Management, Cal Poly Pomona
Evan Kleiman	Angeli Caffé, Host of 89.9 KCRW's "Good Food"
Carlos Lopes	Hotel Bel-Air
Mary Sue Milliken	Border Grill & Ciudad Restaurant
Tom Mullen	American Express
Blair Salisbury	Barn Burner BBQ, Dona Rosa & El Cholo Pasadena Restaurants President, California Restaurant Association Los Angeles Chapter
Carl Schuster	Wolfgang Puck Catering, Chinois on Main, Cut, Red Seven, Spago
Joachim Splichal	Patina Restaurant Group, Café Pinot, eat. on sunset, Kendall's Brasserie & Bar, Nick & Stef's Steakhouse, Paperfish, Patina, Pinot Bistro, Zucca Ristorante
Suzanne Tracht	Jar & Tracht's Restaurant
Jayne Wilson	Ports O' Call Restaurant

**CONTACTS:**

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