



NYC RESTAURANT WEEK® RESERVATIONS NOW OPEN FOR FOUR WEEKS OF SUMMER DINING

—*NYC & Company’s Signature Dining Program Returns July 23–August 17 Across All Five Boroughs—*

—*New \$26 Two-Course Prix-Fixe Lunch Designed to Boost Daytime Dining—*

New York City (July 9, 2018) — NYC & Company, the City’s official destination marketing organization, today announced details for **NYC Restaurant Week** summer 2018, now in its 26th year, and opened reservations for booking on **NYCgo.com**. Also announced was a **new prix-fixe lunch offer** with a two-course (appetizer and entrée) menu priced at \$26. Waiving the mandatory third dessert course from the previous lunch offer, diners will now save time, and demand for restaurant daytime dining is expected to rise. Full program details are:

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DATE
July 9, 2018

FOR IMMEDIATE RELEASE

- Dine over **23 days** between **July 23 through August 17, 2018***
- Enjoy the option of more than **380 participating restaurants**
- Receive **two-course prix-fixe lunches for \$26** and **three-course prix-fixe dinners (with dessert) for \$42****
- Explore restaurants among **42 distinct neighborhoods**, across **all five boroughs**
- Discover **33 individual cuisines**
- View a full list of participants, browse menus and book tables now at NYCgo.com/restaurantweek.

*Saturdays excluded; Sundays optional

**Beverages, gratuities and taxes not included; Prices in USD

“There is no better way to celebrate the diversity of New York City’s unmatched culinary scene—the true dining capital of the world—than by experiencing a great meal (or two) among restaurants of 33 distinct cuisines participating in NYC Restaurant Week this summer,” said Fred Dixon. “We look forward to welcoming visitors, meetings delegates, and residents to enjoy new dining experiences in neighborhoods across all five boroughs this season.”

The summer 2018 season features **24 new restaurant participants**: Baar Baar, Barano, Boucherie Park Avenue South, Cleo, DaDong, Empellón, Fish Cheeks, Gloria, Greenwich Steakhouse, Harvey, La Sirena, Lugo Cucina Italiana, Mifune New York, Naoki Takahashi, Nix, Quality Eats – Nomad, Royal 35 Steakhouse, Scampi NYC, Talde, The Musket Room, The Sea Fire Grill, The Whitby Bar & Restaurant, Trattoria Italiana, and Tudor City Steakhouse.

Diners seeking inspiration for where to dine this summer can turn to NYCgo.com for curated restaurant collections themed to unique dining experiences. Included among the eight collections, all available now, are: “NYC Classics,” “Squad Goals” (group dining), “Swipe Right” (date-friendly



establishments), and ideal for summer, “BYO SPF” (alfresco dining), among others. Over the course of NYC Restaurant Week, continue to browse NYCgo.com for additional editorial content set to debut over the first three weeks of the program, including neighborhood itineraries for dining near Grand Central, NoHo and SoHo.

Along with content on NYCgo.com, NYC Restaurant Week will be promoted through digital and print advertising, and through out-of-home advertising on NYC bus shelters, street pole banners, LinkNYC screens, and NYC taxicabs. Additionally, advertisements in PATH trains and stations feature exclusive creative detailing a NYC Restaurant Week manifesto.

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American Express is proud once again to sponsor NYC Restaurant Week this summer. In 2017, over 9,700 more restaurant locations in the New York area started accepting American Express® Cards. So now, more places than ever welcome your Card.

Additional brand partners include booking partner OpenTable and culinary arts organization James Beard Foundation.

Diners can follow @nycgo and @nycrestaurantweek on Instagram and @nycgo on Facebook and Twitter for NYC Restaurant Week content. Furthermore, an Instagram photo contest will award four weekly winners (one each week of the program) with \$300 in gift cards from participating restaurants by using the program hashtag #NYCRestaurantWeek.

Lastly, New Yorkers and visitors looking for additional value this summer and fall can seek out two additional NYC & Company signature programs. **NYC Broadway WeekSM** returns September 3—16 (tickets on sale August 15), and **NYC Off-Broadway WeekSM** returns September 24—October 7 (tickets on sale September 10), both offering 2-for-1 tickets to some of the best live shows in New York City. Visit nycgo.com/broadway-week and nycgo.com/off-broadway-week for more.

To view a full list of participants, make reservations, browse menus and more, visit nycgo.com/restaurantweek.

About NYC & Company:

NYC & Company is the official destination marketing organization for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nycgo.com.