



PASADENA RESTAURANT WEEK Sunday, March 25 through Friday, March 30, 2012

Pasadena's restaurant community opens its doors to guests from throughout Southern California for the first *Pasadena Restaurant Week*. The Pasadena Chamber and the Pasadena Restaurant Association are sponsoring the event which takes place from March 25th through March 30th.

Pasadena Restaurant Week is a citywide event featuring the cuisine of many of Pasadena's top dining establishments. Participating restaurants will offer at least three fixed price dinner and lunch menu items for visitors. Dinners will be three-course meals while lunches will be two course meals. Depending on the venue and menu offered, meals will be priced at \$26, \$35 or \$44 for dinner or \$15, \$20 or \$25 for lunch. (Some prices may vary for lunch and dinner, depending on the venue.) Alcoholic beverages, gratuity and tax are not included in the fixed price.

Pasadena Restaurant Week was conceived to reintroduce Pasadena as a restaurant destination and remind Southern California that Pasadena offers dining experiences to satisfy foodies of all tastes at all price ranges. Participating restaurants will be preparing special meals at extraordinary introductory prices.

Restaurants that participated in 2011 include some of Pasadena's finest eating destinations including 1810 (eighteen ten), a/k/a An American Bistro, Bar Celona, Bistro 45, Cameron's Seafood, Celestino Ristorante, El Cholo, El Portal, Elements Kitchen, Green Street Restaurant, Maison Akira, Malbec, Maria's Italian Kitchen, The Melting Pot, Pie 'n Burger, Quadrupel Brasserie, Roy's, Ruth's Chris Steak House, The Terrace at the Langham and Villa Sorriso.

Media sponsors included the San Gabriel Valley Newspaper Group (Pasadena Star-News, Rose and Scene magazines), Pasadena Outlook, Pasadena Weekly and San Marino Tribune.

We will be actively seeking financial support from sponsors for 2012. This year, it will cost Pasadena Chamber member restaurants \$100 to participate. Non-member restaurants will be charged \$200 to participate. The fees and sponsorship monies collected will be used solely to promote Pasadena Restaurant Week. No portion of the fees will pay administrative or Pasadena Chamber expenses. The Pasadena Chamber of Commerce will donate an amount equal to 10% of sponsorship revenue raised to the CRAEF Culinary Academy program at Blair High School in the Pasadena Unified School District.

Deadline to join Pasadena Restaurant Week is February 8, 2012. If you have questions or would like to be a sponsor of Pasadena Restaurant Week, please email paul@pasadena-chamber.org.

