



PASADENA RESTAURANT WEEK Sunday, May 6 through Friday, May 11, 2018

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 May 6th through May 11th. We moved Pasadena Restaurant Week to May this year to take advantage of the LA Times Food Bowl and potential additional exposure we can get as one of their events.

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 \$27, \$36 or \$45 for dinner or \$15, \$20 or \$25 for lunch. (We recognize that some prices may vary for lunch and dinner, depending on the venue. We also recognize that not everyone wants to participate for both lunch and dinner) Alcoholic beverages, gratuity and tax are not included in the price unless specified by the individual restaurants. We also recognize that not all those wishing to participate can do a prix fixe menu, so will be more than happy to work with anyone wanting to take part to ensure participation of anyone who wants to take part.

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.

Restaurants that have participated in the past include some of Pasadena's finest eating destinations including Maison Akira, Celestino Ristorante, Bistro 45, El Cholo, Green Street Restaurant, Mijares, Pie 'n Burger, Roy's Hawaiian Fusion, Ruth's Chris Steak House, Parkway Grill, The Terrace at the Langham, Sushi Roku, Vertical Wine Bistro and Il Fornaio.

Media sponsors have included the San Gabriel Valley Newspaper Group (Pasadena Star-News, San Gabriel Valley Tribune), Pasadena Weekly, Pasadena Independent and Southern California Public Radio (KPCC). Gold Sponsors of Pasadena Restaurant Week include the City of Pasadena and Wells Fargo. Silver Sponsor is the Pasadena Convention and Visitors Bureau/Pasadena Center.

If your restaurant would like to take part, please email paul@pasadena-chamber.org. There is a \$50 cost for Pasadena Chamber member restaurants to participate. Non-member restaurants may participate for \$250 each. All money raised from restaurants goes toward supporting the promotion and advertising of Pasadena Restaurant Week.