

## PARTICIPATE IN PITTSBURGH RESTAURANT WEEK SUMMER 2013

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During this week-long, city-wide event, restaurants and the community are invited to come together to celebrate steel city food and dining while highlighting fine dining, fresh harvests, outdoor seating and special diets. For Summer 2013, patrons can expect to dine at participating restaurants across the city and choose from discounted three-course fixed-price meals or \$20.13 specials.

Restaurants interested in participating in the summer 2013 celebration can take advantage of this opportunity to reinforce their bonds with the community and celebrate the burgeoning food culture in Pittsburgh. In addition, restaurants will be featured and invited to showcase their food at the Kickoff Party leading up to restaurant week.

Online restaurant registration is free through May 31, 2013 and \$150 per restaurant per location beginning June 1, 2013 through July 31, 2013.

Pricing options to consider:

- **Fixed-price 3-course meal for \$15-35.** This variable price point allows restaurants to price their menus' accordingly. Menu items do not have to come from the restaurant's regular menu, but should be representative of the restaurant's style of cooking. As an example, restaurants whose normal fixed price menu is above \$35, may create a special menu for Restaurant Week for \$35.
- **\$20.13 Specials in honor of Restaurant Week 2013.** This could be a specialty entrée, appetizer-entrée combination or even stretched to "Dinner for Two" depending on the pricing structure that best fits the restaurant.

[View Past Restaurant Week Participants and Specials](http://pittsburghrestaurantweek.com) at [pittsburghrestaurantweek.com](http://pittsburghrestaurantweek.com).

*Attention Restaurant Owners/Chefs:* By registering for Pittsburgh Restaurant Week, you are registering to be a part of Pittsburgh Restaurant Week for the entire week of August 12-18, 2013. Exact menu options are not required upon initial registration, but will be required by July 15, 2013 to provide a complete restaurant profile page on the Pittsburgh Restaurant Week website.

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### KEY DATES

- May 31, 2013 - Free registration ends
- June 1, 2012 - Initial list of restaurants announced
- July 1, 2012 - Kickoff Party tickets go on sale
- July 15, 2013 - Restaurant Week Menu due. \*See Next Page.
- July 31, 2013 - Paid registration ends
- August 8, 2013 - Pittsburgh Restaurant Week Kickoff Party
- August 12-18, 2013 - Pittsburgh Restaurant Week
- August 13, 2013 - Food Blogger Invitational Dinner
- August 26, 2013 - Wrap Party for restaurant owners and partners

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### ABOUT PITTSBURGH RESTAURANT WEEK

The mission of Pittsburgh Restaurant Week is to highlight the wide-ranging dining options that Pittsburgh has to offer and bring individuals from surrounding boroughs or suburbs to the city to walk the streets and enjoy a dinner at a special discounted price. Pittsburgh Restaurant Week is a project of the Pittsburgh TasteBuds Ltd. The Pittsburgh TasteBuds are dedicated to discovering and promoting the best of the Pittsburgh dining landscape through the production of their signature BYOB wine dinners, Pittsburgh Restaurant Week and blog reviews.

For more information, contact Brian McCollum at 412-586-4727 or [info@pittsburghrestaurantweek.com](mailto:info@pittsburghrestaurantweek.com).

## FEATURED PROMOTIONAL ICONS FOR PITTSBURGH RESTAURANT WEEK SUMMER 2013

FEATURE	DESCRIPTION
	The Pittsburgh Restaurant Week Kickoff Party will be on August 8, 2013 from 6-8pm. The cocktail party-style event will include festive cocktails, free samplings from PRW-participating restaurants and charity raffles. Party-goers who attend the event will be provided the opportunity to browse menus and make restaurant week reservations, while experiencing a casual "foodie" atmosphere as participating restaurants circulate a preview of their PRW tastings. By offering to attend and pass food, a restaurant will receive this icon.
	Restaurants which indicate they offer outdoor seating will receive this special icon.
	Restaurants which allow patrons to "bring your own bottle" of alcohol will receive this special icon.
	"Fresh Harvests" designation is based on a restaurant's participation in the Buy Fresh Buy Local program through the Pennsylvania Association for Sustainable Agriculture. PASA makes the determination who receives this icon. For more information on joining the Buy Fresh Buy Local Program, contact Alissa Matthews at <a href="mailto:alissa@pasafarming.org">alissa@pasafarming.org</a> .
	Participating OpenTable restaurants have integrated online reservations through <a href="http://pittsburghrestaurantweek.com">pittsburghrestaurantweek.com</a> and receive additional promotion via the OpenTable website and email newsletters to tens of thousands of regional diners. For more information about becoming a member of OpenTable, contact Kristina Theodore at <a href="mailto:ktheodore@opentable.com">ktheodore@opentable.com</a> .
	On the restaurant listing page, a single "Special Diets" icon will appear if their menu includes options that fit any of the specified special diet categories being highlighted below. On the restaurant profile page, the specific "Dish Rating" icon below will appear. Restaurants wishing to promote these options, should have their menus (and/or recipes) submitted by July 1 <sup>st</sup> to be included in a press release highlighting the "Special Diets" options.
	 <b>VE</b> Vegan No animal products including dairy, eggs and honey
	 <b>V</b> Vegetarian Dairy, eggs and honey allowed
	 <b>GLUTEN FREE</b> Gluten-Free No grains containing gluten – wheat, oats (unless gluten-free oats), barley, rye, spelt, kamut, farro No ingredients containing gluten – e.g. soy sauce
	 <b>LOW FAT</b> Low Fat* For PRW purposes, the American Heart Association guidelines of less than 35% of calories of the dish from fat and 7% from saturated fat. The dish should contain 0 trans fat.
	 <b>LOW CARB</b> Low Carbohydrate* (a) For PRW purposes, carbohydrate is defined as highly processed grains – breads and baked goods, white flour, white rice, processed sugar. Low carbohydrate will indicate the absence of these ingredients. (b) This is not meant to be an indicator of levels suggested by low-carbohydrate diets such as Atkins, Paleo, and South Beach, among others.
	* To assist with these designations, Leah Lizarondo of Brazen Kitchen will perform recipe analysis of your dish. Please submit a recipe for the dish (including sides that will be included) and the number of servings each dish makes at <a href="http://pittsburghrestaurantweek.com/submit-my-menu/">pittsburghrestaurantweek.com/submit-my-menu/</a>

### ABOUT THE BRAZEN KITCHEN/LEAH LIZARONDO

Leah Lizarondo is the Chief Veghacker, recipe creator and curator at The Brazen Kitchen, where she writes about food and food policy. She received her training in Health Counseling from the Institute of Integrative Nutrition and her Certification in Plant-Based Nutrition from Cornell University. She received her Masters Degree in Public Policy from Carnegie Mellon University and is an advocate for healthy food accessibility, food safety policy, food education and sustainability. She is a Trustee at the global Awesome Foundation: Food. Her recipes have been featured on NPR, Oprah.com and she writes a weekly column for Pittsburgh Magazine online. Visit [brazenkitchen.com](http://brazenkitchen.com) for more information on Leah and the Brazen Kitchen.

