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PRESS RELEASE

JANUARY 19, 2017

**VISIT OAKLAND HOSTS OAKLAND RESTAURANT WEEK, JANUARY 19-29, 2017**  
***100 Oakland Restaurants Join Statewide California Restaurant Month Celebration***

(Oakland, CA) — Bay Area foodies are marking their calendars for [Oakland Restaurant Week](#), presented by [Visit Oakland](#) and [American Express](#). From Thursday, January 19 through Sunday, January 29, 2017, 100 Oakland Restaurants will celebrate the largest and most diverse restaurant week in the region.

Now in its 7<sup>th</sup> year, the popular program runs over two weekends for foodies to take full advantage of dining deals. Participating restaurants will offer prix fixe lunch and/or dinner menus at \$20, \$30, \$40 and \$50 price points. The promotional prices reflect up to 25% off regular a la carte items.

To celebrate the 7th anniversary, Visit Oakland has launched the all new “**Lucky 7**” sweepstakes with three ways to win:

1. Starting January 16, take a spin on the slot machine game at [oaklandrestaurantweek.org](#). Daily winners will win \$25 gift certificates to participating Oakland restaurants.
2. All participants in the slot machine game will be entered to win the grand prize of a Foodie Weekend in Oakland featuring a 2 night stay at the Claremont Club & Spa, a Fairmont Hotel.
3. Finally, at 7PM on each night of restaurant week diners will be chosen at random to receive \$25 gift cards at participating restaurants.

Visit Oakland is also thrilled to announce that Oakland Restaurant Week 2017 will be partnering with Alameda County Community Food Bank by encouraging visitors on [oaklandrestaurantweek.org](#) to make a donation to the food bank.

The Oakland restaurant scene is making national headlines. USA Today welcomed Oakland’s back to back listing as one of the “Top 10 Local Food Scenes” in the country, the only West Coast city with that distinction. Realty site Estatefy named Oakland as the best city in the nation for best food selection and options per capita.

“Oakland is hot a culinary destination and diners look forward to Oakland Restaurant Week every year,” says **Mark Everton, President & CEO of Visit Oakland**. “The best of the best showcase their unique menu pairings and hungry visitors can taste their way through each of Oakland’s unique neighborhoods.”

Complete restaurant lists, menus, and reservations are available on [www.oaklandrestaurantweek.org](#). The list can be searched by neighborhood, cuisine, lunch or dinner offerings. Through a partnership with Open Table, reservations (strongly recommended) can be made directly from the Oakland Restaurant Week page.

Oakland restaurants are part of a thriving hospitality industry in Oakland. Sales tax revenue from the restaurant and hotel spending category was the primary driver of growth as spending increased by 10.9% from 2014-2015, signaling a strong trend in recreation and travel spending by residents and visitors alike. In 2015, Oakland visitors spent \$152 million on food and beverage alone. Restaurants generated a record \$8 million in sales tax revenue, up 5% from the year before.

Oakland Restaurant Week is a part of [California Restaurant Month](#), created by Visit California. The statewide event is a promotional initiative encouraging post-holiday travel to California during the month of January, which is typically a slow dining month after the holidays.



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Dates and times of participation vary by restaurant. A la carte menus will also be available. Visit Oakland and American Express are presenting sponsors.

Join Oakland Restaurant Week on social media by following #ORW17.

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#### **ABOUT VISIT OAKLAND**

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, check out [www.visitoakland.org](http://www.visitoakland.org). Want to share the Oakland love with the world? Join the 17,000 people who #OaklandLoveIt on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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