

## PRESS RELEASE

Contact: Mackenzie Taylor | 309-282-3287

FOR IMMEDIATE RELEASE | May 10, 2021

## Discover the Perfect Bite During Peoria Area Restaurant Week

Participating restaurants will offer prix fixe menus promoting lunch and dinner options throughout the week.

**Peoria, IL**- The Peoria Area Convention and Visitors Bureau (Discover Peoria) is excited to announce the inaugural Peoria Area Restaurant Week from Monday, May 10 to Sunday, May 16.

The Peoria Area Restaurant Weeks offers local food enthusiasts an exciting opportunity to experience some of the region's popular restaurants. For seven consecutive days, participating dining establishments will showcase specially curated prix fixe menus.

"Discover Peoria is an avid supporter of our area's dining experience and we are excited to take this opportunity to focus on our love for food," said J.D. Dalfonso, President and CEO of Discover Peoria. "It is no secret that it has been a hard year for the restaurant industry and Restaurant Week will be a great time to not only get out and show our support for our local restaurants but also celebrate the resiliency of our local restaurant owners and employees."

## **Participating Restaurants:**

- BBQ Smokewagon East Peoria
- Firehouse Pizza & Pub East Peoria
- Suite Fire Bar + Grille Peoria
- The Broadway Deli & Lounge Peoria
- Avanti's Ristorante North Peoria, Rockwood/Sterling, Main Street, East Peoria, Pekin
- Hoops Pub & Pizza Peoria
- Page 1 of 2



## PRESS RELEASE

"We [Broadway Deli & Lounge] love that our region is finally having a Restaurant Week! It's a cool way to provide a sampling of our items. We're hoping this opportunity will get folks excited to try something new on our lunch menu," said Toby Howell, Restaurant Manager of The Broadway Deli & Lounge. "For anyone who stops in during Restaurant Week and orders from the prix fixe menu, we're giving a 20% discount on their next visit for single orders up to \$200!"

Also in play, a social media contest! Foodies participating in the Peoria Area Restaurant Week are asked to post on their favorite social channels. All photos with over 50 likes will be entered into a drawing for a chance to win amazing Peoria Foodie prizes! In order to enter, the image must be posted on Social Media and must tag the Restaurant where the food came from, @DiscoverPeoria AND include #PeoriaAreaRestuarantWeek21 and #PeoriaFoodie in the caption.

Peoria Area Restaurant Week is sponsored by T-Mobile. T-Mobile will be making guest appearances during the week-long event, keep an eye out for their magenta mobile experience popping up around town.

To learn more about the inaugural Peoria Area Restaurant Week visit <a href="https://www.peoria.org/restaurant-week">www.peoria.org/restaurant-week</a>.

J.D. Dalfonso, President & CEO for Discover Peoria, or MacKenzie Taylor, Marketing Coordinator for Discover Peoria are available for interviews. Please contact Taylor at 309-282-3287 for media inquiries.

###

- Page 2 of 2

**For more information:** MacKenzie Taylor, Marketing Coordinator, Peoria Area Convention and Visitors Bureau. Email: <a href="mailto:mtaylor@peoria.org">mtaylor@peoria.org</a> // Direct line: 309-282-3287