

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Rockford Region Restaurant Week Announced – January 24-30, 2022

*RACVB Partners with City of Rockford to Promote & Support the Rockford Region's Diverse Food & Beverage Scene - Restaurants in Winnebago County Encouraged to Participate*

### FOR IMMEDIATE RELEASE

January 11<sup>th</sup>, 2021

**Rockford, IL** – In partnership with the City of Rockford, the Rockford Area Convention & Visitors Bureau (RACVB) will host its 2<sup>nd</sup> annual **Rockford Region Restaurant Week from Monday, January 24<sup>th</sup> through Sunday, January 30<sup>th</sup>**. In preparation for restaurant week, local restaurants, bars, coffee shops, and bakeries are encouraged to participate by providing unique deals and experiences for this year's Restaurant Week.

During Rockford Restaurant Week, establishments will offer their most delicious entrees, craft cocktails, and even creative carry-out, delivery, and to-go packages for patrons of all palate types. These specials include various exclusive menu items, themed take-out options, limited-time promotions, and more. Residents and visitors are encouraged to venture out safely and dine inside, pick up carry-out, or enjoy delivery. Details on special deals and promotions can be found at [GoRockford.com](http://GoRockford.com) on January 21<sup>st</sup>.

New this year, restaurants will have the opportunity to win an award as one of the Restaurant Week's Bests, as voted on by the community. Winners will receive an award and will be included as a "Restaurant Week Best" on a billboard, TV, and social. Awards categories include:

**Best Bite:** The meal with the most flavorful bite.

**Best Atmosphere and Vibes:** A food establishment that showcases the best vibes through lighting, service, and overall experience.

**Best Restaurant Week Package:** The most creative deal, experience, or package.

**Best Cocktail or Brew:** The most creative and tasty beverage. This category includes coffee, cocktails, smoothies, beer, and other freshly-served beverages.

**Best for All:** Your favorite food establishment that showcases a welcoming environment for all, defined as a venue that welcomes residents and visitors by creating a sense of belonging.

"We are thrilled to bring back our Rockford Region Restaurant Week to help promote our food & hospitality businesses and bring a fun event for our local foodies," said **John Groh, CEO of the Rockford Area**

**Convention & Visitors Bureau.** “The upcoming Restaurant week will be a chance for our community and visitors to support local. We encourage all restaurants in Winnebago County to participate.”

Local restaurants, bars, coffee shops, and bakeries can submit their special deals and experiences by visiting [GoRockford.com](http://GoRockford.com) and completing the online form by January 19<sup>th</sup>.

RACVB invites the community to stay tuned for deals and a chance to win during this year’s restaurant week.

RACVB would also like to extend a special thanks to the City of Rockford for its partnership and commitment to help the food and beverage industry.

“I cannot wait for our 2<sup>nd</sup> annual Rockford Region Restaurant Week,” said Mayor Tom McNamara. “We have some incredibly creative and dedicated restaurant owners who prepare exceptionally delicious food and drinks for all of us to enjoy. We are proud to partner with the RACVB on this promotion in gratitude to restaurant owners and workers - who were some of the hardest hit by the pandemic mitigations.”

*The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. [www.gorockford.com](http://www.gorockford.com)*

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