

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Rockford Region Restaurant Week Returns January 31 - February 6

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

FOR IMMEDIATE RELEASE

January 18, 2023

ROCKFORD, IL – The Rockford Area Convention & Visitors Bureau (RACVB) will host its 3rd annual Rockford Region Restaurant Week from Tuesday, January 31 through Monday, February 6. 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 Region 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.

Details on special menus and promotions will be regularly added and updated at GoRockford.com.

Restaurants will have the opportunity to win an award as one of the Restaurant Week's Best, as voted on by the community. Winners will receive an award and will be included in special announcements including on a billboard and on social media.

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 eager to continue Rockford Region Restaurant Week to help promote our food and hospitality businesses and bring a fun event for foodies everywhere," said John Groh, president/CEO of RACVB. "The upcoming Restaurant week will be a chance for visitors to experience the great variety of restaurants in the area and for local residents to step out and try something new."

Local restaurants, bars, coffee shops, and bakeries can submit their special deals and experiences to info@gorockford.com by January 26.

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

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

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