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**SEVENTH ANNUAL BIRMINGHAM RESTAURANT WEEK 2016
PRESENTED BY REGIONS BANK TO BE HELD AUG. 12 – 21**

Featuring new brunch event; more than 70 restaurants expected to participate

BIRMINGHAM, Ala. – July 6, 2016 – With the great success of [Birmingham Restaurant Week](#) (BRW) the past six years, REV Birmingham (REV) is pleased to announce the dates for the seventh annual BRW 2016 presented by Regions Bank to be held Friday, Aug. 12 to Sunday, Aug. 21.

Known as Birmingham’s premier dining-out event, BRW will again celebrate the city’s acclaimed culinary culture and love of local by offering incentives for Birmingham-area residents to revisit their favorite restaurants or to experience recently opened venues for the first time, all while celebrating the landmark eateries that helped make Birmingham one of “[The Next 11 Great Destinations](#)” according to the Travel Channel and one of the “[Best Cities for Summer Travel](#)” by Forbes.

With 60 participants in 2015, event organizers expect 70 restaurants to participate this year. The 43 already registered include: 5 Point Public House Oyster Bar, Avo, Bistro 218, Bottega Café and Dining Room, Buck Mulligan’s, Brava, BYOB, Cantina Tortilla Grill, Carrigan’s, Chez Fonfon, Davenport’s Pizza Palace, Dreamland Bar-B-Que, Dram, East 59 Vintage & Café, FoodBar, Fried Green Tomato’s, Galley & Garden, Grille 29, Highlands Bar and Grill, Jackson’s Bar and Bistro, Jojo’s on Broadway, La Paz, Little Donkey, Little Savannah Restaurant, Ocean, Oscar’s Café at The Museum, OvenBird, Michael’s Steakhouse, Perry’s Steakhouse & Grille, Primeaux Cheese & Vino, Rojo, Rusty’s Bar-B-Q, Satterfield’s, Silvertron Café, Sky Castle, Slice, The Gardens Café, The Grill at Iron City, The Wine Loft, Vecchia Pizzeria, Vino and Wooden Goat.

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During the 10 days, restaurants will offer special two and/or three-course prix-fixe lunch and/or dinner menus for \$5, \$10, \$20 or \$30 per person. Several menus will also include beer and/or wine flight components, brunch offerings and other drink specials. Each restaurant will offer a signature cocktail made with Cooper's Craft bourbon from Brown Foreman, this year's liquor sponsor.

"We are pleased to offer this opportunity to residents of Birmingham and to the restaurants that shape the unique food culture of our community," says **James Little**, BRW creator/director and district manager of REV. "Our hope is that this 10-day event will draw attention to the top-notch locally owned dining opportunities right here in Birmingham as it has in previous years. It really is a great opportunity for local restaurants to gain attention from the community and to get new guests in the seats of their establishments. It's not too late to sign up, and we encourage many more restaurants to get involved in celebrating the culinary community."

The seventh annual BRW introduces a new event this year, BRUNCH, which will be held at Social Venture, located in Woodlawn at 5529 1st Ave. S., on Sunday, Aug. 21 from 11 to 3 p.m. This event will celebrate Birmingham's growing brunch scene with a family friendly brunch tasting from various local restaurants. There will be drinks, live music and a local culinary vendor area.

BRW also returns with two popular events: the Preview Party, a ball park-themed celebration of the launch of BRW 2016 with samples from restaurant participants, and Wine-ol-ogy, a wine flight tasting event with fantastic food and live entertainment. The Preview Party will be held Wednesday, Aug. 3 from 6 to 8:30 p.m. at Regions Field, located at 1401 1st Ave. S. Event proceeds will benefit the Urban Food Project, an initiative working to provide access, availability and affordability of healthy foods to residents throughout the city through various food vendors. The Wine-ol-ogy event will be held Wednesday, Aug. 17 from 5:30 to 7:30 p.m. at the Wine Loft located at 2200 1st Ave. N. Tickets and more details for each event can be found by visiting the BRW website at www.bhamrestaurantweek.com.

Also returning for 2016 is BRW's culinary getaway, where local hotels are offering special rates for out-of-town visitors coming to Birmingham for BRW 2016. Tourists will be able to experience Birmingham's food scene with special rates at the Westin Birmingham, Sheraton Birmingham and Hotel Highlands.

"We are so excited to participate in Birmingham Restaurant Week again this year," says **Al Rabiee**, owner of English Village's Vino. "It has been such a great opportunity to be a part of in past years, and the promotional elements of BRW really make it great. Not only has it made a noticeable improvement in business, but it's a fun experience and a great way to make your name known in the community by introducing new guests to our restaurant."

Some statistics about BRW 2015 include:

- Over 18,000 BRW menus sold
- 20 percent average increase in restaurant sales compared to other 10-day period
- \$2.6 million in gross receipts sales
- 700 radio spots in Birmingham and outer markets | 40 TV spots
- 40 print and/or online media articles stories | 10 radio interviews | 12 TV interviews
- \$31,041 donated to local nonprofits since 2010

BRW is active on Facebook, Twitter, Instagram and for the first time, Snapchat. Social media users are encouraged to interact with BRW by tagging @bhamrestweek and using #BRW2016, the official event hashtag. The BRW “Free Food Friday” contest on Facebook has already begun, allowing lucky Facebook fans to receive gift certificates to a BRW participating restaurant each Friday. Further promoting BRW will be frequent email blasts, the BRW blog at www.bhamrestaurantweek.com and the BRW Mobile Site Dining Guide, which allows users to access information about restaurant participants and their menus, the option to make reservations, a tip calculator and weekly blog posts.

The official BRW food bloggers will again eat and write their way through town throughout the 10 days. “Happenin's in the 'Ham” founders Amber and Russell Hooks will serve as bloggers along with Emily Brown, author of “Birmingham Food: A Magic City Menu.”

BRW 2016 is made possible by presenting sponsor Regions Bank, who has served in that role for the last six years. “Birmingham is increasingly known for its outstanding restaurants, and Regions Bank is honored to support efforts to give more people a taste of our hometown,” said Leslie Doyle, Vice President for Birmingham-based Regions Bank. “Restaurant Week offers a great opportunity for Birmingham residents to discover the culinary treasures that are right here in our own backyard and allows visitors to experience unique offerings that set Birmingham apart. Regions Bank is proud of Birmingham, and we are proud to sponsor this event.”

Restaurant Week is organized by REV, which works to revitalize places and energize business to create vibrancy in the City of Birmingham. REV is an economic development organization that stimulates business growth and improves quality of life in Birmingham’s City Center and its Neighborhood Commercial Centers.

Restaurant applications and more information about BRW 2016 can be found at www.bhamrestaurantweek.com. For media inquiries or to reach James Little, contact Audrey Pannell at Audrey@styleadvertising.com or 205.503.5955. To learn more about REV, visit www.revirmingham.org or contact Bryna Reid at 205.394.5055 or BReid@revbirmingham.org.

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