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MEDIA CONTACT:

Audrey Pannell

Audrey@styleadvertising.com

205.503.5955 (office)

205.837.3140 (cell)

**BIRMINGHAM RESTAURANT WEEK HIGHLIGHTS THE CITY'S
AWARD-WINNING FOOD CULTURE**

Ten-day culinary affair to take place Aug. 14 to 23

BIRMINGHAM, Ala. – July 2, 2015 – This year marks the sixth consecutive year that restaurants and foodies in and around Birmingham will come together for Birmingham Restaurant Week (BRW) presented by Regions Bank – a 10-day culinary affair taking place from Friday, Aug. 14 to Sunday, Aug. 23.

Known as Birmingham's premier dining-out event, BRW will showcase the city's often [underrated](#), yet award-winning and nationally recognized, culinary scene. By offering incentives for Birmingham-area residents to revisit their favorite restaurants or to experience new ones, patrons celebrate the landmark eateries that helped make Birmingham "[America's No. 1 Next Hot Food City](#)", according to Zagat. With 50 restaurant participants in 2014, more than 40 have already registered to participate in this year's event; organizers expect that number to double by the start of the 10-day culinary promotion.

Birmingham's diverse culinary culture has received multiple mentions in national media and is regularly cited as a catalyst for a shift in population to the downtown area. The food scene has played a vital role in the city's ongoing revival. Additionally, developments such as [Railroad Park](#) and [Regions Park](#) have boosted the downtown atmosphere and landed Birmingham on Forbes' 2013 list of [15 U.S. Cities' Emerging Downtowns](#). Since then, The Magic City was also named to Livability's [Top 10 Best Downtowns](#) and The Huffington Post's list of [11 Southern Towns You're Forgetting About But Shouldn't](#).

One of Birmingham's most renowned restaurateurs, Chef Frank Stitt, is currently a six-time finalist for the [James Beard Foundation](#)'s Outstanding Restaurant Award for his [Highlands Bar and Grill](#) in the city's Five Points South neighborhood. He was inducted into the Foundation's "Who's Who of Food and Beverage" in 2011 and has been nominated for numerous James Beard awards over the past eight years. In addition to Highlands Bar and Grill, Stitt also operates [Bottega](#), [Chez Fonfon](#) and [Bottega Café](#), all of which have participated in BRW since its inception in 2010.

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“Our city has such an accessible, diverse dining scene, and Birmingham Restaurant Week is the best way to experience our vibrant restaurant culture at a modest price,” says Stitt. “You’ll see for yourself why we’re nationally celebrated as a food and drink destination and one of the best in the South.”

James Little, creator/director of BRW and district manager of [REV Birmingham](#) (REV), an economic development non-profit and organizer of BRW, partnered with local marketing firm, STYLE Advertising, to launch the event in 2010 and has seen consistent growth in restaurant participation in the past five years. Additionally, BRW’s annual preview parties have raised nearly \$25,000 for various local non-profit attractions and tourist destinations such as Vulcan Park and Museum, Birmingham Civil Rights Institute and the Lyric Theater revitalization project.

“BRW provides a win-win for all. Locally owned and operated businesses experience increased sales at the hands of local community support, and the local community gets great deals on fabulous food choices,” says Al Rabiee, owner of [VINO](#), a Birmingham favorite for fine wine and Mediterranean fare. “For VINO, specifically, our long-time regular customers get a great price break, and anyone who has never tried VINO can come get great food for a great deal and enjoy our dining experience.”

During the 10 days, participating restaurants throughout the Birmingham area will offer food and drink specials including two and/or three course prix-fixe lunch and/or dinner menus for \$5, \$10, \$15, \$20 or \$30 per-person. The goal of BRW is to encourage residents and tourists alike to get a taste of Birmingham’s culinary scene and to fill the seats of the city’s eating and drinking establishments.

BRW has partnered this year with local hotels to create a culinary getaway for out-of-town visitors. For the first time, tourists will be able to experience Birmingham’s food scene with special rates at the Spring Hill Suites in Five Points, the Westin Birmingham and Hotel Highlands.

BRW 2015 is organized by REV, an economic development organization that works to revitalize places, stimulate business growth, create vibrancy in the City of Birmingham and improve the quality of life in Birmingham’s City Center and its Neighborhood Commercial Centers. Established in 2012 by the strategic merger of Operation New Birmingham and Main Street Birmingham, REV has spearheaded a series of special events and catalytic development initiatives such as Woodlawn and Avondale revitalization efforts which helped the city draw national attention from [The New York Times](#) and [The Wall Street Journal](#).

For more information about BRW, visit www.bhamrestaurantweek.com or 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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