



BIRMINGHAM

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**BIRMINGHAM RESTAURANT WEEK ANNOUNCES DATES FOR
2017 RESTAURANT WEEKS: JAN. 20 – 29 AND AUG. 11 – 20**

BIRMINGHAM, Ala. – January 2, 2017 – With the great success of [Birmingham Restaurant Week](#) (BRW) the past seven years, REV Birmingham (REV) is pleased to announce the dates for the two Birmingham Restaurant Weeks of 2017. With more than 30 restaurants already signed up, the second annual Winter Restaurant Week (WRW) 2017 will be held Friday, Jan. 20 through Sunday, Jan. 29. Additionally, the eighth annual Birmingham Restaurant Week 2017 will be held Friday, Aug. 11 through Sunday, Aug. 20.

The first winter edition of Restaurant Week, held in January 2016, featured 30 restaurant participants. BRW 2016, held in August, proved to be the largest BRW yet, with more than 18,000 restaurant week meals sold at 60 participating, locally owned eateries. The 10-day culinary event generated over \$2.6 million in gross receipt sales for the local food scene.

Applications for BRW 2017 were recently released, with a special discounted price as an incentive for restaurants interested in participating in both weeks of BRW 2017. Restaurants are already signing up, with 31 restaurants committed to WRW 2017 and sponsors such as [Wood Fruitticher](#) signed on as the food and website sponsor, [Alabama Crown](#) and Deutsch Family Wine as the wine sponsor and [Ghost Train Brewing Company](#) and [Birmingham Bud](#) as the beer sponsor.

Participating restaurants include: 5 Point Public House, Bottega Café, Bottega Dining Room, Cantina, East 59, Firebirds, Grille 29, Hattie B's, Hot Tag Food Truck, Iron City, John's City Diner, JoJo's on Broadway, Little Savannah, Michael's Steakhouse, Ocean, Oscar's at the Museum, Perry's Steakhouse, Pho Pho, Post Office Pies, Rojo, Rusty's BBQ, Saigon Noodle House, Silvertron Café, Sky Castle, Slice, Taco Morro Loco, Tropicaleo, Vino, Wine Loft, Urban Cookhouse - The Summit and Vecchia Pizzeria & Mercato. Media sponsors are STYLE Advertising, WBRC Fox 6, Magic 96.5, 105.5 WERC, iHeartMedia, Zeekee Interactive and [al.com/Birmingham Magazine](http://al.com/Birmingham).

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Since 2010, BRW has celebrated the city's acclaimed culinary culture by offering incentives for Birmingham-area residents to revisit their favorite restaurants or to experience new ones for the first time, all while celebrating the landmark eateries that helped make Birmingham "[America's No. 1 Next Hot Food City](#)" according to Zagat, and most recently, No. 14 on Zagat's list of "[The Hottest Food Cities of 2016](#)."

In both January and August, local restaurants will offer special two and/or three-course prix-fixe lunch and/or dinner menus for \$10, \$15, \$20, \$30 or \$40 per person during the culinary event. Several participants will also offer beer and/or wine flight components and drink specials.

During WRW, BRW will bring back Beer Saturdays to be held both Saturdays of the week on Jan. 21 and 28. Attendees can meet Birmingham's newest brewery, Ghost Train Brewery, learn about brewing beer, sample six of its tastiest brews and enjoy a full frosty glass of his/her choice. Tickets are limited and can be bought by visiting the Tickets page at www.bhamrestaurantweek.com. WRW will also feature Uncorked, a stock-the-cellar wine tasting event at Hop City featuring wines from Deutsch family wines. This event, to be held Wednesday, Jan. 25, is free to the public. Attendees will learn about new wines and enjoy a tasting of wines from Deutsch Family Wines, which will also be available to purchase by the glass or enjoy at a discount on cases.

"We are excited to further celebrate Birmingham's culinary scene with the expansion of BRW to a bi-annual event and now offering an invitation to food trucks and local bars to participate," says **James Little**, BRW creator/director and district manager of REV. "The inaugural winter version held in 2016 was a great hit and was received well by both restaurant participants and diners. We hope that this will continue to draw attention to the top-notch, locally owned dining opportunities right here in Birmingham and give diners another chance to experience our city's growing food scene."

Restaurant Week will deliver real-time updates to the community via Facebook, Twitter, Instagram and Snapchat. Birmingham foodies are encouraged to interact with BRW by tagging @bhamrestweek and using the official event hashtags of #WRW2017 and #BRW2017 on their posts. The BRW "Free Food Friday" contest on Facebook will resume prior to both WRW and BRW 2017, allowing lucky Facebook fans to receive gift certificates to a BRW participating restaurant each Friday.

The official BRW food bloggers will again eat and write their way through town throughout the culinary events. "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."

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 WRW and BRW 2017 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.

About REV Birmingham

REV Birmingham (REV) creates vibrant commercial districts by filling vacant spaces and growing sustainable businesses. 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. REV is a private-public partnership that was formed in 2012 by the strategic merger of Operation New Birmingham and Main Street Birmingham. For more information, visit www.revirmingham.org or contact Bryna Reid at 205.394.5055 or BReid@revirmingham.org.

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