

## **About First Bite: Boulder County Restaurant Week**

Since 2005, First Bite: Boulder County Restaurant Week has illuminated the Boulder County restaurant scene, while becoming one of the most popular restaurant events in Colorado. During those 14 years, First Bite has grown to more than 50 area restaurants who roll out the red carpet each year for the nine-day-long restaurant week, while providing opportunities for neighbors, families and friends to connect in Boulder County restaurants.

From Nov. 8-16, 2019, the area's top restaurants will offer a non-ticketed, three-course prix-fixe dinner menu to guests. This year, under new ownership, First Bite Producer Jessica Benjamin is introducing new strategic structural changes, including new price options and a new nonprofit program, to become even more inclusive to its restaurant participants and diners, as well as a stronger community partner.

With \$29 *and* \$49-per-person prix fixe menus, Boulder County's favorite restaurants - everything from best-kept secrets to fine dining stars - are able to show off their culinary creativity within the flexible three-course format. The dual price options allow three-course experiences to fit a myriad of budgets. As Boulder *County* Restaurant Week, First Bite encourages diners to see what their old favorites are up to, and visit that cool new restaurant in a nearby town. (Hey, Denver isn't the only booming dining scene in Colorado!)

First Bite prioritizes strengthening the community, just as much as it prioritizes elevating the Boulder County restaurant scene. New to the 2019 Boulder County Restaurant Week is "Two on Tuesday." Two on Tuesday (November 12) encourages guests to donate \$2 – or more – to their choice of five area nonprofits while dining at restaurants that evening. Corporate and private donors will also be making match contributions to the nonprofits. Additional details about Two on Tuesday as well as the list of participating restaurants will be announced at a later date.

Reservations during Boulder County Restaurant Week are strongly encouraged and made through the restaurant.

### **For media inquiries, please contact:**

Emily Tracy, ROOT Marketing & PR

919.449.4803

[emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com)