

News Release
For Immediate Release

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First Bite: Boulder County Restaurant Week Has a Lot on its Plate in 2019

Boulder's 14th First Bite, with new ownership, nonprofits and price options, will be held Nov. 8-16, 2019

BOULDER, CO. (August 6, 2019) - Now in its 14th year, First Bite: Boulder County Restaurant Week is introducing new ownership, a nonprofit partnership program, two restaurant tour days featuring First Bite restaurants, and two price levels for its signature nine-day-long restaurant "week". This year's First Bite will take place Nov. 8-16, 2019.

During First Bite, a mix of never-before-featured and old favorite restaurants throughout Boulder County will offer three-course prix-fixe dinner menus to guests. This year, restaurants will be offering either a \$29 or a \$49 per person menu, which will allow a broader variety of restaurants – everything from best-kept secrets to fine dining stars – to show off their culinary creativity within the flexible three-course format. The dual levels allow three-course experiences to fit a myriad of budgets, while making it easier for guests to treat themselves to multiple restaurants throughout the week.

Local Events Producer Jessica Benjamin purchased the rights to First Bite in March 2019. Benjamin has spent the last two decades producing global and local events with Jax Fish House, The Kitchen, The Post Brewing Co., Corrida, Avery Brewing Co., Snooze an A.M. Eatery, and others. With an innate desire to deepen the connection between her community and the Boulder County food industry, extensive knowledge of the Boulder restaurant scene, invaluable long-term partnerships with area eateries, and an undeniable entrepreneurial spirit, Jessica is committed to offering the best First Bite yet to the Boulder community.

"Our goal is that First Bite strengthens the community as a whole, just as much as it strengthens the Boulder County restaurant scene. It goes much deeper than just "dinner," said Benjamin. "We want to expand the restaurant repertoires of our residents in Boulder County, and we want to celebrate our diverse, world class dining scene. Attracting visitors and encouraging residents to support our local economy has many far-reaching effects."

First Bite is also partnering with boutique food tour operator Local Table Tours to bring people a behind-the-scenes preview of select First Bite participating restaurants. There will be two intimate tours: one late September in Boulder, and one early October in Longmont. Dates, ticket sale information and participating restaurants will be announced in early September.

One of the new programs Benjamin is implementing to better connect guests with the community is "Two on Tuesday," to be held Tuesday, November 12. Two on Tuesday

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 will be announced at a later date.

“First Bite is a way for guests to “vote with their wallet dollars,”” said Shine Restaurant & Potion Bar Co-Owner Jill Emich. “Diners need to pay attention to who they’re supporting when they’re going out to eat, as it directly affects our local economy. We can’t encourage people enough to eat and shop local. It matters.”

Click [here](#) for more information on First Bite: Boulder County Restaurant Week.

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High resolution professional photos are available on request.

About First Bite: Boulder County Restaurant Week

First Bite: Boulder County Restaurant Week has been shining a spotlight on the Boulder County restaurant scene and community since 2005. The 14th Annual First Bite will take place Nov. 8-16, 2019 with more than 50 area restaurants expected to participate. Under new ownership, this year’s First Bite will offer two different price levels for the three-course prix fixe dinners, \$29 *and* \$49 per person, and a new nonprofit partnership program, Two on Tuesday. For media information or interviews with First Bite Producer Jessica Benjamin, contact Emily Tracy at 919.449.4803 or emily@rootmarketingpr.com.