

News Release
For Immediate Release

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First Bite Announces Cookbook in Page-Turning COVID-19 Pivot

A Bite of Boulder cookbook to feature more than 40 recipes from Boulder County restaurants, proceeds benefit participating restaurants

BOULDER, CO. (Sept. 2, 2020) – The 15th annual [First Bite](#) (First Bite: Boulder County Restaurant Week) will be celebrated differently this year with a limited-run *A Bite of Boulder* cookbook, featuring Boulder County restaurant recipes, and benefitting participating restaurants in lieu of an in-person dining event. The book will be released Nov. 12, making it the perfect holiday gift that gives back locally, supports small businesses and enhances the community spirit during socially distant times.

“The real goal of ‘First Bite’ - the reason we host a restaurant week - is to create and strengthen community, to deepen the connection between restaurants and their customers,” said First Bite Producer Jessica Benjamin. “This year, since we couldn’t offer a traditional restaurant week, yet restaurants need our support now more than ever, we came up with the idea of a cookbook to connect people with restaurants they love, or haven’t tried yet – all while giving back to the eateries. *A Bite of Boulder* honors local chefs and restaurants, and celebrates some of their most popular and beloved dishes to date, allowing home cooks to make these dishes for their loved ones. Food truly is love, so dig in at home, share favorites with friends, and celebrate Boulder in a delicious new way.”

Filled with vibrant photography by [Christina Kiffney](#), *A Bite of Boulder* will feature more than 40 recipes from 30 Boulder County restaurants, including appetizers, entrées, sides, desserts and cocktails. Recipes include OAK at Fourteenth’s famous Kale Salad, Santo’s unforgettable Red Chili Pozole, and Colorado-inspired Cactus and Corn Fritters from Zolo Grill. At least 50 percent of the proceeds from book sales will be split evenly between all participating restaurants.

Presale for *A Bite of Boulder* begins [online](#) today on the First Bite website and will be mailed Nov. 12. Books, priced at \$29.99, will also be available to purchase from participating restaurants and win local stores, including [Cured](#), [Savory Spice](#) and the [Boulder Book Store](#), beginning Nov. 12.

A Bite of Boulder is published by [Jaunt Media Collective](#) with support from [Society Insurance](#) and the [Downtown Boulder Partnership](#), who ensure that each participating restaurant receives 25 complimentary copies of the book to sell at full profit. Support opportunities are still available. The 30 participating restaurants in *A Bite of Boulder* include:

1. Acreage by Stem Ciders
2. Avery Brewing Co.
3. Basta and Dry Storage

4. Black Cat
5. Blackbelly
6. Bohemian Biergarten
7. Boulder Dushanbe Teahouse
8. The Boulder Cork
9. Café Aion
10. Centro Mexican Kitchen
11. Chautauqua Dining Hall
12. Chimera Ramen
13. Corrida
14. The Empire Lounge & Restaurant
15. The Greenbriar Inn
16. Japango
17. Jax Fish House & Oyster Bar
18. Leaf
19. OAK at Fourteenth
20. The Post Brewing Co.
21. River and Woods
22. Roadhouse Boulder Depot
23. SALT
24. Santo
25. Shine Restaurant & Potion Bar
26. Steakhouse No. 316
27. Verde
28. West End Tavern
29. West Flanders Brewing Co.
30. Zolo Grill

Local events producer Benjamin purchased the rights to First Bite in March 2019, implementing a myriad of changes that propelled First Bite to a more inclusive experience for residents and visitors that celebrate Boulder’s diverse, world-class dining scene. In her first year as producer, First Bite saw a more than 30 percent jump in diners. Through partnerships with over 68 restaurants, nonprofits, local businesses and organizations, the 2019 First Bite delivered over \$542,000 economic impact to Boulder County.

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[Additional high resolution professional photos](#) are available on request. Photo credit can be given as “Photography by Christina Kiffney.” A “sneak peek” recipe from the book is also available upon request.

About First Bite

First Bite (First Bite: Boulder County Restaurant Week) has been shining a spotlight on the Boulder County restaurant scene and community since 2005. Instead of its traditional nine-day restaurant week featuring local restaurants offering prix fixe menus, First Bite is releasing *A Bite of Boulder* cookbook on Nov. 12, 2020. *A Bite of Boulder* shares more than 40 recipes from Boulder County restaurants with a portion of proceeds benefiting the participating eateries. For

media information or interviews with First Bite Producer Jessica Benjamin, contact Emily Tracy at 919.449.4803 or emily@rootmarketingpr.com.