

News Release  
For Immediate Release

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### **Boulder County Restaurants Offer a Variety of *A Bite of Boulder* Experiences**

*A Bite of Boulder Cookbook, Released Nov. 12, Gives 50% of Proceeds Back to Restaurants*

BOULDER, CO. (Oct. 29, 2020) – To celebrate [First Bite's \*A Bite of Boulder\*](#) cookbook release, restaurants and small businesses across Boulder County are connecting with diners through [special packages and unique interactive offerings](#) during its launch weekend from Nov. 12-15, 2020. Instead of the 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. 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. Highlights of the launch weekend include:

- **[Cafe Aion](#)**: Cafe Aion will be offering an at-home paella kit and cookbook for \$62, which includes a 10-inch paella pan, saffron tomato base, chorizo, chicken, shrimp and rice to create the *A Bite of Boulder* Paella recipe. Add a bottle of wine for just \$13.
- **[Japango](#)**: Japango is celebrating “springtime in the fall” with a make-at-home sushi kit that serves four for \$75 to recreate its featured *A Bite of Boulder* recipe Hamachi Carpaccio, a Hanami roll and five additional sushi rolls. A small batch Japanese cocktail, which serves three, is available as an add-on for \$25.
- **[Blackbelly](#)**: Purchase *A Bite of Boulder* from Blackbelly's [Butcher Shop](#) along with a bavette steak chimichurri, the recipe featured in the cookbook, for \$29.99.
- **[Roadhouse Boulder Depot](#)**: Guests can purchase a DIY burger kit, alongside *A Bite of Boulder*, that has everything needed to make the featured Jam Burger recipe at home, including the brioche buns, arugula, brie, bacon, apple bacon jam and beef patties. The two-pack of burgers and cookbook costs \$35 and the four-pack of burgers and cookbook costs \$50.
- **[The Empire Lounge & Restaurant](#)**: The purchase of *A Bite of Boulder* will include a family-style meal kit of their Spicy Thai Spaghetti with choice of protein, and a link to a tutorial video created by the Empire's Chef Bobby Garcia for \$29.99.

“The survival of our restaurants is essential to the local community,” said First Bite Producer Jessica Benjamin. “At First Bite, we’ve been writing op-eds and speaking in front of Boulder’s City Council urging our elected officials to make legislative changes, promoting where firefighters and displaced families can get a meal, and we produced this gorgeous cookbook that is a reflection of our unique dining community. We hope *A Bite of Boulder* and the launch weekend provide a new way to rally around restaurants who are fighting tooth and nail to survive.”

First Bite is also a partner of Taste of Downtown Boulder from Nov. 16-22. First Bite will also be hosting “12 Days of Giveaways” on its [Instagram](#) beginning on Black Friday, Nov 27, as a way to promote shopping local this holiday season. By partnering with local retailers, restaurants and small businesses, First Bite continues to prioritize strengthening the community, just as much as it prioritizes elevating the Boulder County restaurant scene.

Presale for *A Bite of Boulder* is [available now](#) on the First Bite website and will be mailed Nov. 12. 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. The 30 participating restaurants in *A Bite of Boulder* can be found [here](#). At least 50 percent of the proceeds from book sales will be split evenly between all participating restaurants. Books will also be available to purchase from participating restaurants and local stores, including [Cured](#), [Savory Spice](#), [Boulder Book Store](#), [Peppercorn](#) and [Food Lab](#) beginning Nov. 12. The full list of where you can purchase *A Bite of Boulder* can be viewed [here](#).

*A Bite of Boulder* is published by [Jaunt Media Collective](#) with support from [Society Insurance](#) and the [Downtown Boulder Partnership](#), whose donations provided each participating restaurant to receive 25 complimentary copies of the book to sell at full profit.

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[High resolution professional photos available here](#), additional photos available on request. Photo credit to “Photography by Christina Kiffney.”

## **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](mailto:emily@rootmarketingpr.com).