

News Release

For Immediate Release

Rachael Caraluzzi
First Bite, Marketing & Communications Director
303.579.3003
Rachael@firstbiteboulder.com

First Bite Boulder Raises More Than \$82,000 for Local Restaurants

BOULDER, CO. (April 27, 2021) – In November 2020, First Bite published [A Bite of Boulder](#), a collaboration with 30 local restaurants to share their recipes and stories in an effort to connect with diners while we were all stuck at home. Centered around the ethos of creating and nourishing a supportive community, 50% of the proceeds from book sales have gone directly to [the restaurants who participated in the book](#). As of the end of March, the revenue from the cookbooks sold along with the exciting take home meal kits from their launch weekend, **First Bite has generated over \$82,000 for these participating restaurants** - and there's more to come!

[First Bite](#) Owner and Producer, Jessica Benjamin shares: "I am immensely proud of our team to be able to support our restaurants in this way. This cookbook has been such a special project that kept diners and restaurants connected throughout the last six months. Every single purchaser of the cookbook and diner at these restaurants should know that they contributed in making this possible and we are grateful for their support."

[Cafe Aion](#) Owner and Head Chef, Dakota Soifer, coupled the cookbook with the ingredients for his Paella recipe, a paella pan and optional additions of paired Spanish wines. He shared with First Bite, "This was an extremely impactful project! Not just in added revenue but there was huge value in having such positive and community-minded content to talk about! Especially for smaller restaurants like us that don't have full marketing arms."

[Boulder Chamber](#) President & CEO John Tayer shared "In a moment when our restaurants were suffering their greatest challenge, Jessica Benjamin and **First Bite Boulder innovated to remind Boulder residents of their treasured dining establishments and provided a mechanism for supporting them.** It was deliciously ingenious!"

The mouthwatering recipes, beautifully written stories and the exquisite photography by [Christina Kiffney](#) of the restaurants that we know and love are what secured this book on many [Front Range gift guides during the 2020 holiday season](#). The ideal gift for anyone who has ever called Boulder home, and for all those that love to cook at home, **A Bite of Boulder has connected thousands of people through the kitchens we all love.**

A Bite of Boulder has traveled to 29 states and two countries. As the third wave of the pandemic shut down the restaurants for indoor dining, *A Bite of Boulder* hit the shelves and was gifted alongside so many messages of love and hope. "It was humbling to bear witness to all these messages of people wishing "Happy Holidays" or "we miss you so much" by sending *A Bite of*

Boulder as a gift. We celebrate so many of life's moments in restaurants - diners truly are chomping at the bit to come together again in dining rooms to connect with our loved ones and make new memories."

A Bite of Boulder has a [limited supply remaining for sale on their website](#) and now through May 9th you'll receive a complimentary gift of Specialty Edition 4pc. Truffle Brownie Gift Box (valued at \$9.99) from [Danconia's Brownies](#) operated by Colorado Non-Profit [Community Table Kitchen](#) - the perfect gift for the mom who does it all!

A Bite of Boulder is also available locally at [Boulder Bookstore](#), [Cured](#), [Peppercorn](#), [Savory Spice Shop](#), [Sweet Ruckus Gifts](#). First Bite is excited to announce they've added in some exciting Spring Retailers such as [Hazel's Beverage World](#) and [Terracotta Plant Shop](#), both in Boulder.

First Bite will be announcing the details of the 16th Annual First Bite Boulder Restaurant Week on June 1, 2021.

###

About First Bite | First Bite celebrates Boulder County's dining and food scene year-round by creating connections between diners, chefs, small business owners, farmers and more. Through events like Boulder Restaurant Week, their inaugural cookbook *A Bite of Boulder* and through smaller events such as cooking classes and tastings, First Bite is committed to provide ways for you to build community, and to engage deeper with the businesses that you love.

Additional high resolution professional photos are available on request. For media information or interviews with First Bite Producer Jessica Benjamin, contact Rachael Caraluzzi at rachael@firstbiteboulder.com