

News release  
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## First Bite returning for 17<sup>th</sup> year September 30<sup>th</sup> – October 9<sup>th</sup> 2022

For Immediate Release (August 8, 2022): [First Bite](#) is rolling out exciting menus and unique dining experiences Friday, September 30<sup>th</sup> - Sunday, October 9<sup>th</sup> in Boulder County. Now back for their 17<sup>th</sup> year, the First Bite team continues to expand Fall's hottest dining event. Participating restaurants will offer a variety of dining options for breakfast, brunch, lunch, and dinner with a new pricing structure that makes it easier than ever to enjoy all that First Bite has to offer. Diners can expect to taste their way through brand new menu items, specialty dishes and unique dining experiences – bringing additional vibrancy and showing yet again that this is not your average restaurant week.

Since last year, the First Bite team ushered in Spring with the launching of [First Sip](#), the mixology and beverage focused weekend event that had patrons touring the city sip by sip.

“We really captured the Spring energy perfectly as people were eager to go out and explore. Most people will try a new place with a small bite and a cocktail, dipping their toes in if you will, so the First Sip model of drink specials being the focus facilitated trying a few different places in one night” says Producer and Owner, Jessica Benjamin.

Hopefully patrons found a few places to visit again for a summer dinner out, but First Bite is the perfect opportunity to head back and dive fully in. The expanded option of dining throughout the day will allow for trying more dinner menus, testing out business lunch locales, and even discovering a new brunch spot.

First Bite is also expanding the price structure, doing away with a set price point (perhaps the last linchpin to a typical restaurant week). Like many other industries, [the restaurant community has been challenged with supply chain issues, skyrocketing food costs, and continues to make a big push to evolve their pay structures](#). First Bite is reflecting this evolution by removing the restraint of choosing one of three price points and instead will have a new price guide in the format of “\$/\$\$/\$\$\$/\$\$\$\$” with each “\$” representing a price range. This will give diners a wider price point to choose from while also giving chefs the flexibility they need in designing their menus. Ultimately, this also opens up First Bite to a more comprehensive list of restaurants to choose from, one of their biggest goals since restarting after the 2020 pause.

“This year, we will have a wide spectrum of restaurants; ones that are more casual, taco bars, cafes, as well as the finer dining establishments. Nobody dines at just one type of restaurant, so we feel strongly that First Bite should be all-inclusive of the variety of cuisines and dining options available in our county. Great food comes in all shapes and sizes.” shares Benjamin.

What once may have felt “by the book” now speaks to the current dining culture and encourages each restaurant concept to shine in their own exciting ways. First Bite diners looking for that one-of-a-kind experience should keep their ears out for exciting events such as the Farm Dinner co-hosted by Farow and First Bite. Date and tickets will be announced in a few weeks, but diners can expect Chefs and Owners Patrick and Lisa Balcom to dazzle their taste buds with the freshest harvest in a multi-course farm dinner. Farow won [Best New Restaurant of Boulder County](#) by Boulder Weekly (among several other awards) so the evening is sure to be memorable.

Already bringing the restaurant community together, the First Bite list of participants is quickly growing with restaurants signing up daily from all corners of Boulder County. A few of the participants include newcomers [Farow](#), [Boulder Social](#), [The Sink](#), [Busey Brews & Smoke House](#), [Gemini](#), [Spruce Farm & Fish](#), and [Franks Chophouse](#) with returning favorites such as [Ash’Kara](#), [Corrida](#), [OAK at Fourteenth](#), [Japango](#), [Dagabi Tapas Bar](#), [Cafe Aion](#) and [Bohemian Biergarten](#). The full list of participants will be announced Friday, August 19<sup>th</sup> and menus and reservations September 1<sup>st</sup>.

Restaurants can still sign up to participate through August 15<sup>th</sup> by reaching out to [info@firstbiteboulder.com](mailto:info@firstbiteboulder.com). A few sponsorship opportunities are also still available, interested businesses should contact [Sabina@firstbiteboulder.com](mailto:Sabina@firstbiteboulder.com).

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About First Bite:

[First Bite](#) works throughout the year to engage diners and tell the stories of Boulder County restaurants. The 17<sup>th</sup> Annual First Bite will take place September 30<sup>th</sup> - October 9<sup>th</sup>, 2022. The event will feature ten days of exciting menu offerings and unique experiences for diners, ticketed events and more.

As a company, First Bite is a resource in the community consistently embedded with both the restaurant community and the community of diners. In January 2022, First Bite launched their give back fund, [Food is Love](#) in response to the Marshall Fires, and in April 2022 launched the inaugural [First Sip](#) event focusing on the beverage scene in Boulder County. Throughout the year their cookbook, [A Bite of Boulder](#), is available on their website and at a variety of local shops.

Additional information on First Bite can be found on their website [firstbiteboulder.com](http://firstbiteboulder.com) or Instagram [@firstbiteboco](https://www.instagram.com/firstbiteboco). More [high resolution professional photos](#) are available on request.

For media information or interviews with First Bite Producer and Owner Jessica Benjamin, contact Rachael Caraluzzi, 303.579.3003 or [Rachael@firstbiteboulder.com](mailto:Rachael@firstbiteboulder.com)