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Birmingham Restaurant Week adds extra days

2 new spots offering prix fixe menus

BY SYLVIA RECTOR
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Birmingham will extend its traditional one week of winter dining bargains into two weeks next month, when the city observes its fifth annual Restaurant Week, Feb. 1-5 and 8-12.

Fifteen venues, including two Birmingham newcomers, will participate in the event, designed to increase business in a typically slow period and give guests the chance to try the city's best restaurants at bargain prices.

Chefs create special three-course menus for event -- usually with two or three choices per course -- for \$15 at lunch and \$25 at dinner.

Reservations are recommended and can fill quickly.

Prices haven't changed since the first Restaurant Week in 2006, noted John Heiney, executive director of the Birmingham Principal Shopping District, which organizes the event.

This is the first time the promotion will run over two weeks.

"It was really the customers" who prompted the change, he said. "They love the event, and one week wasn't enough to go every place they wanted to visit."

Restaurant owners said last year's event increased customer traffic at participating locations 20% to 30% for the week, Heiney said.

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Participating restaurants

Fifteen establishments are taking part in this year's Birmingham Restaurant Week.

- 220 Restaurant
- Big Rock Chophouse
- Café Via
- Chen Chow Brasserie
- Elie's Mediterranean Cuisine

- Fleming's Prime Steakhouse & Wine Bar
- Forest Grill
- Forte Restaurant
- Mitchell's Fish Market
- Peabody's Restaurant
- Phoenicia
- Quattro Cucina Italiana
- The Rugby Grille
- Salvatore Scallopini
- Streetside Seafood

Note: Fleming's and Rugby Grille will not participate at lunch; menus, telephone numbers and Web sites for the restaurants are available at www.enjoybirmingham.com
