



News Release

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VISIT OAKLAND LAUNCHES RESTAURANT WEEK PROMOTION JANUARY 23 - 29, 2011

More than 30 Oakland restaurants have signed on to participate in Oakland's first Restaurant Week

OAKLAND, CA, January 19, 2011—More than two dozen Oakland restaurants will celebrate Oakland's first Restaurant Week January 23 -29, announced Manette Belliveau, president and CEO of Visit Oakland.

“Oakland Restaurant Week is an incredible opportunity to experience some of Oakland's best food experiences,” Belliveau noted. “January is also a great time to get hotel deals and experience the diversity of what our destination offers, from culinary treats to arts and cultural entertainment to outdoor activities.”

Oakland Restaurant Week provides visitors and locals with an opportunity to taste some of Oakland's finest cuisines, with special meals and deals from many of the city's top restaurants. Special prix fixe dinner menus at \$20, \$30 and \$40 will be included. Many restaurants will also be hosting tasting events in partnership with wineries and food producers. Tickets and special passes are not required, but reservations are strongly recommended.

Participants include acclaimed restaurants such as Bocanova, Plum, Pican, Camino and Oliveto that have been highlighted as culinary destinations by national media, as well as local favorites such as ChopBar, Encuentro and Miss Pearl's Jam House.

Oakland's restaurants are known for focusing on sustainable practices, purchasing ingredients from local farmers markets and designing menus based on what is currently in season. Oakland's culinary scene is found in diverse locations, from the waterfront at Jack London Square to the Uptown entertainment district to Montclair Village in the Oakland Hills.

Details and information on participating restaurants is available at www.visitoakland.org/restaurantweek, with specific updates shared on Twitter at [@visitoakland.org](https://twitter.com/visitoakland.org) and Visit Oakland's Facebook page.

Part of California Restaurant Month

Oakland Restaurant Week is part of California Restaurant Month, designated by the California Travel & Tourism Commission (CTTC). More than 20 destinations across California, from the desert and coast to wine country and High Sierra, are hosting restaurant weeks this January. "California is the top U.S. destination for culinary travel, so with these deals there's never been a better time for foodies to visit California," said Caroline Beteta, CTTC president and CEO. "Since we produce 90 percent of American wine and more than 400 agricultural crops, we attract some of the greatest chefs who enjoy creating with the freshest ingredients – which whets visitors' appetites for more. Enjoying the California foodie lifestyle this January is a New Year's resolution we can all stick to!" More information on California Restaurant Month is available at www.visitcalifornia.com/restaurantmonth.

Value of Travel

Visitors spend some \$3 million each day in Oakland. From air travel to hotel rooms, concert tickets to restaurant meals, gasoline to gifts, total travel spending within the city limits reached a staggering \$1.2 billion in 2008. Travel-related businesses employ more than 25,000 people in Alameda County and 11,440 people in Oakland. Last year travelers in California spent \$21.3 billion on food and beverages, more than for any other spending segment and constituting 26 percent of all visitor spending last year (Source: Dean Runyan Associates), Beteta said.

About Visit Oakland: Visit Oakland is the Official Destination Marketing Organization for Oakland. Through its office and website, Visit Oakland offers a wide variety of complimentary services and materials for individual travelers, groups and meeting planners. More information is available at www.visitoakland.org.

About CTTC: CTTC is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. According to CTTC, travel and tourism expenditures total \$87.7 billion annually in California, support jobs for 881,000 Californians and generate \$5.3 billion in state and local tax revenues. For more information about CTTC and for a free *California Visitor's Guide*, go to www.VisitCalifornia.com.

Photos available upon request.

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