



## **FACT SHEET**

### **ABOUT dineLA:**

**dineLA** is a dynamic marketing initiative between LA INC. The Los Angeles Convention and Visitors Bureau (LA INC.), American Express and the LA Restaurant Community to promote the scale and variety of LA restaurant experiences to locals and visitors. dineLA seeks to position Los Angeles among the top restaurant cities in the world and to build awareness, traffic and revenue for restaurants throughout the greater LA area.

### **ABOUT dineLA RESTAURANT WEEK:**

**dineLA Restaurant Week** is a two-week dining event, showcasing Los Angeles as a premier dining destination and highlighting the diversity of culinary experiences that LA has to offer. Presented by LA INC. and American Express, dineLA Restaurant Week has been designed to stimulate business and introduce new customers to restaurants located in the many neighborhoods throughout LA County.

### **WHAT:**

dineLA Restaurant Week will be LA's most anticipated food event of the year. Local foodies and visitors to LA will have the opportunity to enjoy three-course, prix-fixe menus from over 200 participating restaurants at special pricing during this dining event.

### **WHEN:**

October 4 – 9, 2009 and October 11 – 16, 2009

### **MENUS:**

Participating restaurants will opt into one of three dining categories and present a specially priced three-course meal for lunch and/or dinner. Diners will be able to choose from three choices for each course including appetizer, entrée and dessert. You can see dineLA Restaurant Week menus online [here](#). Prices and meal periods vary by restaurant and exclude beverages, tax and gratuity.

		<u>Lunch</u>	<u>Dinner</u>
\$	Deluxe Dining:	\$16	\$26
\$\$	Premier Dining:	\$22	\$34
\$\$\$	Fine Dining:	\$28	\$44

### **WEB SITE:**

[dineLA.com/RestaurantWeek](http://dineLA.com/RestaurantWeek)

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**THE dineLA TEAM:**

Carrie Kommers brings many years of hands-on restaurant and restaurant marketing experience to her position as Director of dineLA. She works in tandem with the LA INC. media relations, promotions and marketing teams as well as her board of dineLA Advisory Committee Members made up of notable chefs, owner/operators and industry leaders, as well as Wagner Junker, the official PR Agency for dineLA Restaurant Week.

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