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**Downtown Dining Week adds new price point and restaurants**  
*New \$30 dinner prix-fixe to expand list of destination eateries*

MILWAUKEE, Wis. (February 2, 2010) – Ushering in its fifth season June 3 – 10, this year’s Downtown Dining Week presents a new twist for the culinary-inclined. Area foodies can now indulge in a new \$30 dinner prix-fixe at a handful of upper-tier restaurants. The annual event will continue to offer three-course menus at \$10 for lunch and \$20 for dinner. The added price point will allow Downtown Dining Week to expand its list of destination eateries. Restaurant participation will be capped at 40 restaurants to create the “\$10 lunch – \$20 or \$30 dinner – 40 restaurants” program.

“Downtown Dining Week has been extremely successful in incentivizing Milwaukeeans to broaden their restaurant experiences,” said Beth Nicols, executive director of Milwaukee Downtown, BID #21. “Each year, two-thirds of our diners are trying a restaurant for the very first time. The new \$30 dinner prix-fixe allows us to add some white-table cloth restaurants to the mix and help reduce apprehensions in giving them a whirl.”

Milwaukee Downtown, BID #21 organizes the annual event in an effort to raise awareness of the multitude of dining options downtown. Since the event’s inception in 2006, Downtown Dining Week has attracted over 150,000 diners to participating restaurants – many to experience a restaurant for the first time. Last year, more than 50,000 diners participated in the weeklong event with 63% reporting a first-time visit to a participating restaurant.

Last year’s participants included Mason Street Grill, Milwaukee ChopHouse, Kil@wat, Bistro 333, Osteria del Mondo, Coquette Café, Hotel Metro, Fratellos, Palms Bistro & Bar and Zarletti, just to name a few. Information on 2010 participants and their menus will be available at [www.MilwaukeeDowntown.com/diningweek](http://www.MilwaukeeDowntown.com/diningweek) in April.

Milwaukee Downtown, BID #21 is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 120 square blocks representing approximately 400 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe and friendly downtown. For more information, visit [www.MilwaukeeDowntown.com](http://www.MilwaukeeDowntown.com) or call 414.220.4700.

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