



Milwaukee Downtown, Business Improvement District #21
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FOR IMMEDIATE RELEASE

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Area foodies rejoice; 2011 Downtown Dining Week dates set

MILWAUKEE, Wis. (February 3, 2011) – Start clearing your social calendar! The 6th Annual Downtown Dining Week returns June 2 – 9, 2011. Coordinated by Milwaukee Downtown, BID #21, the eight-day smorgasbord highlights up to 40 destination eateries with prix-fixed menus at \$10 for lunch and \$20 or \$30 for dinner – depending on the restaurant’s pricing scale. No passes, coupons or cards are required for diners to participate; however, reservations are strongly encouraged.

“Downtown Dining Week is a great way to kick off the summer,” said Beth Nicols, executive director of Milwaukee Downtown, BID #21. “It gives many restaurants an opportunity to showcase outdoor dining spaces or simply remind guests to continue patronizing them between all the summer happenings.”

Milwaukee Downtown, BID #21 organizes the annual event in an effort to familiarize residents with downtown’s ongoing renaissance. Since the event’s inception in 2006, Downtown Dining Week has attracted over 215,000 diners to participating restaurants – many to experience a restaurant for the first time. In 2010, more than 50,000 diners participated in the weeklong event. Of those surveyed, 56.7% reported a first-time visit to a participating restaurant and only 38.6% reported working downtown.

Last year’s participants included: Benihana, Bistro 333, Buca di Beppo, Butch’s Old Casino Steakhouse, Café Calatrava, Café at The Pfister, The Capital Grille, Charro, Club Charlies, Coquette Café, Eagan’s on Water, Indulge, Joey Buona’s Restaurant, Karl Ratzsch’s, Kil@wat, The Knick, Libiamo, Louise’s, Mader’s, Mason Street Grill, Mi•keys, Milwaukee ChopHouse, Molly Cool’s Seafood Tavern, Osteria del Mondo, Palms Bistro & Bar, The Red Accordion, RipTide Seafood Bar & Grill, Riverfront Pizzeria Bar & Grill, Rock Bottom Restaurant & Brewery, Sabor, Sake Tumi, Swig, Third Ward Caffè, Tulip Restaurant, Umami Moto, Ward’s House of Prime, Water Buffalo and Zarletti.

Milwaukee Downtown is currently securing its 2011 class of restaurants. Information on this year’s participants will be available at www.MilwaukeeDowntown.com/diningweek in April.

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About Milwaukee Downtown, BID #21

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 or call 414.220.4700.