



**MAYOR ERIC ADAMS AND NYC & COMPANY KICK OFF
30TH ANNIVERSARY OF NYC RESTAURANT WEEK® TODAY,
WITH LAUNCH OF ‘SAVOR NYC’ CULINARY PROGRAMMING**

*—More than 650 Restaurants Representing 60 Distinct Cuisines in 85
Neighborhoods Offer 30 Days of Dining Deals for Two- and Three-Course
Lunch and Dinner Prix-Fixe Menus at \$30, \$45 or \$60—*

*—15 Participants from the Inaugural 1992 NYC Restaurant Week
Participate in this Year’s Program—*

*—Preregistered Mastercard® Cardholders to Receive an Exclusive \$10
Statement Credit on Meals of \$45 or More When Dining Out at
Participating Restaurants, for up to \$30—*

—Reservations Are Available at nycgo.com/restaurantweek—

*—Savor NYC, a Yearlong Culinary Celebration of the Five Boroughs,
Launches Today—*

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DATE
July 18, 2022

FOR IMMEDIATE
RELEASE

New York City (July 18, 2022)—New York City Mayor Eric Adams, along with NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today kicked off the 30th anniversary of **NYC Restaurant Week®** with a press conference at Gage & Tollner, one of the original 1992 participants, while also announcing **Savor NYC**: a yearlong culinary celebration. A full list of restaurants participating in NYC Restaurant Week, sponsored by Mastercard®, is available at nycgo.com/restaurantweek.

“NYC Restaurant Week provides New Yorkers and visitors the ability to eat at hundreds of restaurants, in dozens of neighborhoods, across all five boroughs,” said **New York City Mayor Eric Adams**. “This year’s Restaurant Week is bringing diners an array of flavors with amazing deals. No matter where you dine, there is no better time to support our city’s restaurants than NYC Restaurant Week.”

“We are proud to celebrate 30 years of NYC Restaurant Week, marking three decades of exceptional deals to diners across the five boroughs,” said **Fred Dixon, President and CEO of NYC & Company**. “To continue celebrating the City’s world-class dining scene, we are pleased to announce the launch of Savor NYC, a yearlong culinary initiative that will spotlight the culinary community across the City’s multicultural neighborhoods encouraging visitors to go deeper and explore more.”

The dining program, running 30 days from July 18 through August 21, highlights more than 650 restaurants across all five boroughs with more than 60 different styles of cuisines in 85 neighborhoods. The program encourages



locals and visitors alike to explore the City's vast, diverse and accessible restaurant scene while helping to support small businesses, the industry and its workers.

Running Monday through Friday (with the option to participate on Sundays), NYC Restaurant Week offers a multitude of options for dining enthusiasts to enjoy. Participating restaurants will be offering either a two-course lunch or three-course dinner prix-fixe menu of classic, favorite and new menu items. Inclusive price points for carefully crafted dishes are \$30, \$45 or \$60, depending on the restaurant. This pricing structure was created to ensure establishments from all five boroughs can participate, from neighborhood eateries to fine dining. More than 100 restaurants will also offer \$30 bottles of wine to commemorate the 30th anniversary, available on participating menus.

Diners can browse participating restaurants by filters including "location," "cuisine," "has menu," "\$10 Mastercard rebate," "accessibility," "ownership," "weeks participating," and "meals." Collections will also be available at nycgo.com/restaurantweek to help consumers choose restaurants by interest, including "Restaurant Week Classics," "Lunch Break," "Summer Vibes," "Impress Your Followers," "Dress for the Occasion," "James Beard Honorees," "Wine Spectator Winners" and lastly, "Make it a Stella," a collection from Stella Artois, the official beer sponsor of NYC Restaurant Week Summer 2022. Mastercard cardholders can pre-register [here](#) to receive an exclusive \$10 statement credit on each transaction of \$45 or more while dining on-site (for up to three (3) transactions, totaling a \$30 rebate), when dining out through July 31. *

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"Bringing visitors and locals a meaningful way to experience world-class dining in New York City is truly Priceless," said **Rustom Dastoor, executive vice president of North America Marketing & Communications at Mastercard**. "Together with NYC & Company, we are excited to provide cardholders exclusive discounts during NYC Restaurant Week Summer 2022 as they explore their passion for food and travel."

In this landmark anniversary year, 15 of the original 1992 NYC & Company NYC Restaurant Week participants have returned, including: Barbetta, Carmine's (Upper West Side), Dock's Oyster Bar, Fraunces Tavern, Gage & Tollner, Gallagher's Steak House, The Palm, Sardi's, Shun Lee West, Sylvia's, Tavern on the Green, Tribeca Grill, The Russian Tea Room, Union Square Café and Victor's Café. NYC Restaurant Week is the original Restaurant Week created during the Democratic National Convention (DNC) in 1992, which has been replicated in cities nationally and globally.

"A true testimony to a savory milestone—NYC Restaurant Week's 30th and Sylvia's Restaurant's 60th Anniversary. As an inaugural participant and fan, I'm overjoyed to support the best restaurant city on the planet one plate at a time," said **Tren'ness Woods-Black, co-chair of the NYC & Company Culinary Committee**.



"As an original participant in the 1992 program, I'm honored to be a part of the 30th anniversary of NYC Restaurant Week, a cherished tradition in New York City. NYC Restaurant Week has always been a way for people to experience new restaurants, including some of the best in the world at an affordable price. This special anniversary is the perfect time for people to reconnect and celebrate over a memorable meal," said **chef and restaurateur David Burke, co-chair of the NYC & Company Culinary Committee.**

NYC & Company has long been committed to championing the local business community, with NYC Restaurant Week at the forefront of those efforts. The continued success of NYC Restaurant Week is a key indicator of New Yorkers' and visitors' desire to explore the five boroughs through food.

During today's NYC Restaurant Week 30th anniversary kick-off event at Gage & Tollner—one of the oldest restaurants in New York city having first opened in 1879 and an original 1992 Restaurant Week partner—Mayor Eric Adams and NYC & Company also announced an initiative to double down on supporting and promoting every culinary corner of the five boroughs with a program titled, "Savor NYC." The yearlong campaign will highlight monthly content including cuisines across all cultures, street carts, established restaurants, accessible cuisine, sustainable cuisines, culinary events and more across the five boroughs that make New York City the most celebrated dining destination in the world.

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A list of participating NYC Restaurant Week eateries is available at nycgo.com/restaurantweek.

[The Mayor's Office of Media and Entertainment](#) has partnered with NYC & Company as a sponsor of NYC Restaurant Week, to offset participation fees for businesses across the boroughs in response to New York City's ongoing tourism recovery.

In honor of this milestone 30th anniversary and in support of local students' pursuit of careers in restaurants and hospitality, NYC & Company has made a donation to the Food Education Fund.

*See full terms and conditions available at nycgo.com/restaurantweek.

About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nycgo.com.

About Mastercard:

[Mastercard](#) is a global technology company in the payments industry with a mission to connect and power an inclusive, digital economy that benefits



everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, Mastercard's innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Mastercard's decency quotient, or DQ, drives culture and everything inside and outside of the company. With connections across more than 210 countries and territories, Mastercard is building a sustainable world that unlocks priceless possibilities for all.

Restaurant Images: <https://spaces.hightail.com/space/gWapMuJyH7>

NYC Restaurant Week Assets:
<https://spaces.hightail.com/space/T2M12BCaVX>

Savor NYC Assets: <https://spaces.hightail.com/space/D0a86lLfCT>

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