



## NYC & COMPANY'S NYC RESTAURANT WEEK® WINTER RESERVATIONS NOW OPEN

*—New York City's Celebrated Dining Program Returns  
January 21 Through February 9 Across All Five Boroughs, with  
Exclusive Offers for Mastercard Cardholders—*

*—NYC Winter Outing<sup>SM</sup> Program Aligns NYC Restaurant Week, NYC  
Broadway Week<sup>SM</sup> and NYC Must-See Week<sup>SM</sup>—*

**New York City (January 8, 2020)** — NYC & Company, New York City's official destination marketing organization, announced today that **NYC Restaurant Week** reservations are now open at [nycgo.com/restaurantweek](http://nycgo.com/restaurantweek). The highly anticipated program—now in its 28th year—is outlined below:

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DATE  
January 8, 2020

FOR IMMEDIATE RELEASE

- Dine **17 days, January 21 through February 9, 2020\***
- Enjoy **two-course prix-fixe lunches and brunches for \$26** and **three-course prix-fixe dinners for \$42\*\***
- Discover **more than 350 restaurants** in **45 diverse neighborhoods**, across **all five boroughs**
- Explore **34 unique cuisines**
- View a full list of participants; browse menus, collections, James Beard Foundation Award Winners, Wine Spectator Picks, Woodford Reserve Specials; and book reservations now at [nycgo.com/restaurantweek](http://nycgo.com/restaurantweek)

\*Saturdays excluded, Sundays optional

\*\*Beverages, gratuities and taxes not included; brunch optional

“Now in its 28th year, NYC Restaurant Week is one of the most renowned dining programs in the world,” said Fred Dixon, president and CEO of NYC & Company. “The program earned its great reputation from locals and visitors alike who use it to explore vibrant neighborhoods across the five boroughs in pursuit of diverse culinary experiences at a terrific value.”

“Mastercard is pleased to be the global partner of NYC Restaurant Week — the world’s first and longest-standing Restaurant Week—offering cardholders priceless experiences across NYC’s culturally diverse restaurants and bringing them closer to their passion for food,” said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard.

NYC & Company’s global partnership with Mastercard provides exclusive offers to Mastercard cardholders, including a \$10 statement credit when spending \$65 or more on NYC Restaurant Week meals by registering [here](#).

“NYC Restaurant Week brings together our community of restaurants to celebrate dining and to epitomize the warmth of hospitality,” said Tracy Nieparent, partner and director of marketing for Myriad Restaurant Group and chairman of NYC & Company’s Restaurant Committee. “We look forward



to serving our guests a wonderful array of diverse cuisines, as they experience the vitality of our city's many neighborhoods this winter."

This season's program features **23 new restaurant participants**: Aburiya Kinnosuke, Blue Smoke—Flatiron, The Carlyle Restaurant, Catch Steak, Cathédrale Restaurant, Cecconi's Dumbo, City Vineyard, Elea, Felice 56, Gran Tivoli, Haru—Times Square, Haru—Wall Street, Lamia's Fish Market, The Leroy House, Manhatta, Paloma at Hotel Hendricks, Ristoro de Cinghiale, Sugarcane Raw Bar Grill, Taiki, Toriko NY, Wayan, Wild Ink, Zavo NYC.

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NYC & Company has created updated collections for this year, available at [nycgo.com/restaurantweek](http://nycgo.com/restaurantweek), including "NYC Classics," "Fireside Feasts," "Best-Kept Secrets," "Crowd-Pleasers," "Dinner Is the Show," "Expense It," "New to NYC Restaurant Week" and "Raise the Steaks."

Brand partners supporting NYC Restaurant Week include NYC & Company's global partner Mastercard; booking partner OpenTable; Wine Spectator; James Beard Foundation; Woodford Reserve and KAYAK.

For wine lovers, NYC & Company has partnered with [Wine Spectator](#) to identify participating restaurants that have been honored by Wine Spectator's prestigious Restaurant Awards program. For culinary enthusiasts, NYC & Company has indicated restaurant participants that are [James Beard Award Winners](#). For whiskey aficionados, NYC & Company has partnered with [Woodford Reserve](#) to offer a supplementary whiskey-based cocktail at more than 80 of the 370 participating restaurants.

In addition to original content on NYCgo.com, NYC Restaurant Week will be promoted through digital and print advertising, out-of-home advertising on NYC bus shelters, LinkNYC screens, PATH and LIRR trains and stations and NYC taxicab videos.

Diners can follow @nycgo on Instagram, Facebook and Twitter for NYC Restaurant Week content. NYC Restaurant Week will also be promoted across influencer accounts via the program hashtag #NYCRestaurantWeek.

Locals and visitors are encouraged to take advantage of [NYC Winter Outing<sup>SM</sup>](#), January 21 through February 9, when three of NYC & Company's signature programs will align: **NYC Restaurant Week**, [NYC Broadway Week<sup>SM</sup>](#) and [NYC Must-See Week<sup>SM</sup>](#). NYC Winter Outing mini-itineraries and sales for all three programs are now live at NYCgo.com. Hotel savings are also obtainable as the winter season offers the most attractive rates of the year. According to NYC Restaurant Week partner and travel search engine [KAYAK](#), nightly hotel rates are lowest during the week of January 21 with median rates around \$176. KAYAK data also reveals a 22% drop in airfare prices when compared to December. For details on NYC Winter Outing and to book experiences, visit [nycgo.com/nycwinterouting](http://nycgo.com/nycwinterouting).



**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](http://nycgo.com).

**About Mastercard:**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities—such as shopping, traveling, running a business and managing finances—easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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