

NYC RESTAURANT WEEK® TO GO ➡

Order In Lunch or Dinner for \$20.21*

*Terms apply

We know that the restaurant industry is facing unprecedented challenges. That's why we are inviting you to participate in a **new** and **free** promotion, designed to drive dining business when normal operations are impossible. In consultation with NYC & Company's Restaurant Committee and the Coalition for NYC Hospitality & Tourism Recovery, and after surveying our restaurant members, we are pleased to announce this reimagination of our signature dining program, NYC Restaurant Week *To Go*.

NYC Restaurant Week To Go

- Takeout lunch or dinner for \$20.21
- January 25–31, with optional extension through February 7
UPDATE: The program is now extended through February 28 and restaurants may opt in to weeks 3, 4, and/or 5 of the program.
- \$10 Mastercard® statement credit (details below)

Just as we did in 1992 with the original NYC Restaurant Week® menu priced at \$19.92, this \$20.21 takeout and delivery promotion is designed to engage diners and attract press attention. We hope this will stimulate growth in the takeout market and provide some much-needed relief to NYC's restaurant industry. The \$20.21 offer should be a great experience for the customer and show off what your restaurant can do.

Additional Details

- There is no participation fee associated with this program.
- All dining establishments throughout NYC's five boroughs are encouraged to register.
- Restaurants will offer a specified meal—one entrée with at least one side—priced at \$20.21.
- You may participate during lunch, dinner or both.
- Delivery fees, tax and gratuity are in addition to that price.
- You may sell supplemental items in addition to the special meal.
- If you represent a restaurant with multiple locations, each must be registered separately.
- No blackout dates. You must offer your special \$20.21 meal every day that your restaurant is normally open for business within the week(s) selected to participate. Valentine's Day is excluded from this requirement. If participating during Week 3

(Feb 8-14) and you do not want to offer the menu on Valentine's Day, please make that clear on your website.

- NYC & Company reserves the right to accept or reject your business from the Program. All submitted offers will be subject to review and approval. Your business may be removed from the Program if found to be in violation of any Program guidelines.
- Fast food chains are not eligible for this promotion.

Mastercard Promotion

- Mastercard cardholders will be able to register their card on the program website to receive a statement credit at participating businesses.
- Statement credits will be fully funded by Mastercard and there is no action required on your end. There is no cost to your business.
- Credits will be available to registered cardholders while supplies last. Mastercard has set a generous credit threshold for this program. We will monitor redemptions and adapt our messaging if it is exceeded.
- Your business must accept Mastercard as a form of payment in order to participate in this element of the promotion. Cash-only establishments and businesses that do not accept Mastercard as payment are ineligible.
- Your business may not be eligible for this promotion if Mastercard is unable to uniquely identify your business in their system as an independent merchant. We will contact you if this is the case.
- Statement credit amount
 - \$10 credit to cardholder on \$20.21+ spend in single transaction
- Registered cardholders will be able to earn a maximum of \$100 in statement credits through eligible transactions. For example, a diner could earn this credit up to 10 separate times.
- The statement credit will only be valid for consumers if they use their pre-registered card and order directly with your restaurant and/or via one of the 3rd party delivery platforms that have come forward to help support the program: Seamless/Grubhub, Tock, Bbot, BentoBox. These platforms are offering discounted fees or commissions to their existing restaurant customers participating in this program at least through 2/7. We will be in touch with more information as we work to extend these contracts.