

20
18

PEACE

LOVE

EAT

RECAP REPORT



GREATER
palm springs
RESTAURANT
WEEK





As a way to support the local economy and grow visitation through creative marketing promotions, the CVB marked its second year of managing and executing Greater Palm Springs Restaurant Week in 2018. The event showcased a variety of eateries throughout the Coachella Valley, providing a perfect opportunity for the CVB to support the local economy and grow visitation during what is typically a slower time of year.

In 2018, Greater Palm Springs Restaurant Week continued to promote the expanse of culinary experiences found in our nine-city destination. Restaurant Week showcased more than 100 restaurants, increasing visitor and local awareness of the Greater Palm Springs dining scene. The expanded 17-day event saw a return of nearly 80% of last year's participating restaurants, as well as the addition of many new restaurants.

The 2018 event was a record-breaking year on many fronts, as you will see in this recap report. More than 40% of participating restaurants reported higher sales than the previous year, and three out of four consumers said that dining out for Restaurant Week is the reason they dined out in Greater Palm Springs. In fact, ninety-five percent said they would recommend the event to others next year.

More than half of Restaurant Week consumers said they dined out to "support local restaurants." Nearly 60% of consumers surveyed said they used OpenTable to make reservations, with more than 80% dining at multiple restaurants during the event.

The CVB worked in partnership with sponsors, cities and restaurants to promote Restaurant Week through a series of marketing strategies aimed at driving local awareness and engaging visitors from our drive markets. With our Peace. Love. Eat. campaign, Greater Palm Springs Restaurant Week reached consumers with television ads, digital ads, billboards, social media and geo-fencing notifications.

Using Restaurant Week as a platform, restaurants were able to showcase top menu items and build their culinary reputation. Participating restaurants benefited with incremental sales volume, add-on items and returning visits.

The CVB will continue to invest in opportunities like Greater Palm Springs Restaurant Week to support our local economy by driving tourism to Greater Palm Springs.

A handwritten signature in black ink, appearing to read "Scott White".

Scott White
President & CEO
Greater Palm Springs

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STATS

PRICE POINTS

\$15 \$20 \$25 LUNCH MENU

\$29 \$39 \$49 DINNER MENU

106

PARTICIPATING
RESTAURANTS

19

NEW RESTAURANTS

18% OF ALL
PARTICIPATING
RESTAURANTS



79%

OPENTABLE
RESTAURANTS

75% OF ALL
PARTICIPATING
RESTAURANTS

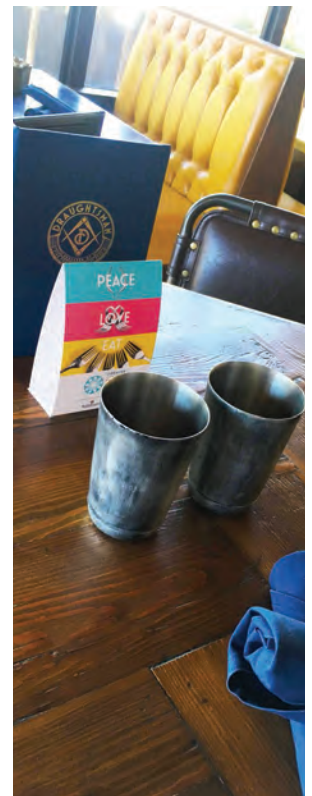
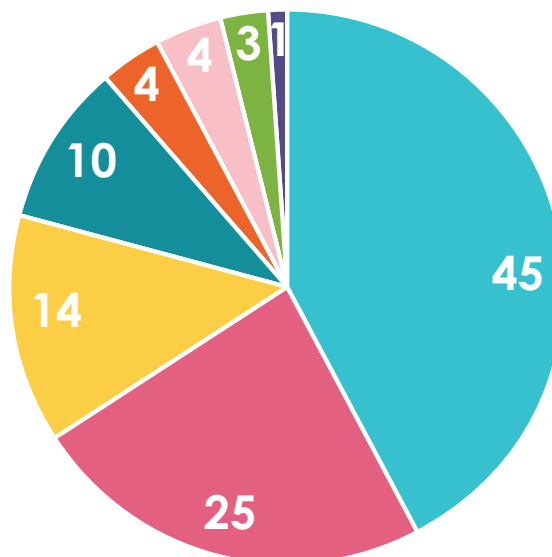
21.11%

INCREASE

IN OPENTABLE
DINERS YOY

NUMBER OF RESTAURANTS BY CITY

| | |
|----|--------------------|
| 45 | PALM SPRINGS |
| 25 | PALM DESERT |
| 14 | RANCHO MIRAGE |
| 10 | LA QUINTA |
| 4 | INDIAN WELLS |
| 4 | INDIO |
| 3 | CATHEDRAL CITY |
| 1 | DESERT HOT SPRINGS |



DINER BEHAVIOR

77%

DINED AT RESTAURANT THAT WAS NEW TO THEM

83%

DINED AT MORE THAN ONE RESTAURANT

88%

ORDERED ITEMS IN ADDITION TO THE RESTAURANT WEEK MENU

95%

RECOMMENDED RESTAURANT WEEK TO FRIENDS & FAMILY



DINER MOTIVATION

67%

TAKE ADVANTAGE OF A GREAT VALUE

53%

SUPPORT LOCAL RESTAURANTS

77%

TRIED A NEW RESTAURANT

68%

RETURNED TO THAT NEW RESTAURANT AFTER RESTAURANT WEEK



DINERS

\$87,500

MEDIAN DINER
INCOME



56

MEDIAN AGE

AGE BREAKDOWN

11%

MILLENNIALS

31%

GENERATION X

54%

BABY BOOMERS

4%

SILENT/GE
GENERATION

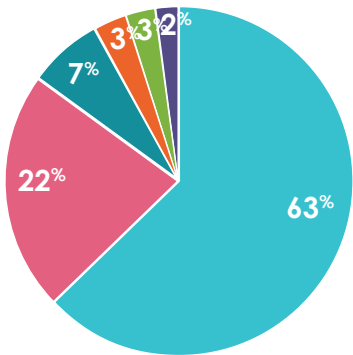


LOCATION BREAKDOWN

37%

RESIDE OUTSIDE OF GREATER PALM SPRINGS

- 63% GREATER PALM SPRINGS
- 22% OTHER RIVERSIDE COUNTY CITIES
- 7% NEIGHBORING COUNTIES
- 3% OTHER CALIFORNIA REGIONS
- 3% LOS ANGELES COUNTY
- 2% OUT-OF-STATE



LUNCH DINERS

30%

LUNCH DATE

46%

BUSINESS
ASSOCIATES

19%

FAMILY

12%

OUT-OF-TOWN
GUESTS

DINNER DINERS

58%

DINNER DATE

27%

OUT-OF-TOWN
GUESTS

25%

FAMILY

9%

BUSINESS
ASSOCIATES

MEDIA

PREVIEW EVENT

118

TOTAL ATTENDEES

15

MEDIA ATTENDEES

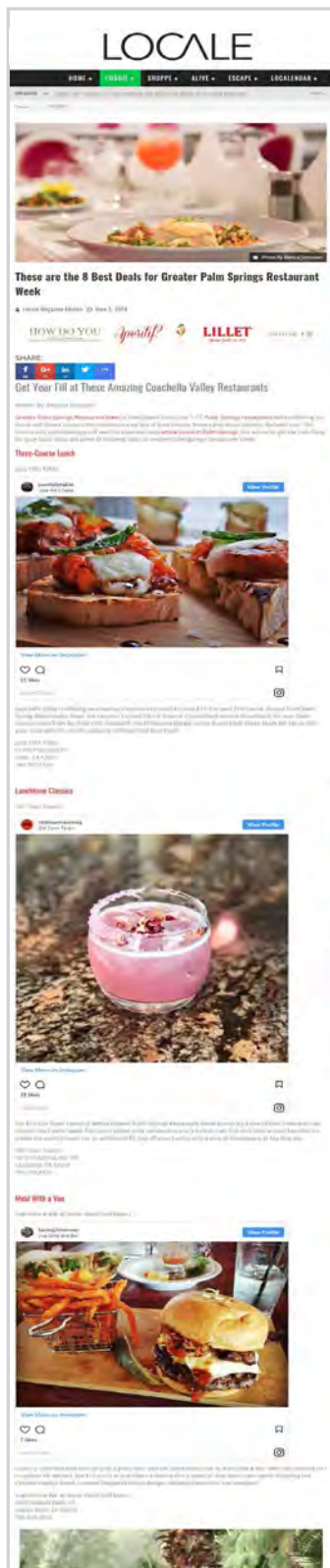
LOCAL, REGIONAL
AND NATIONAL
MEDIA REACH

52

RESTAURANT
PARTNERS



MEDIA



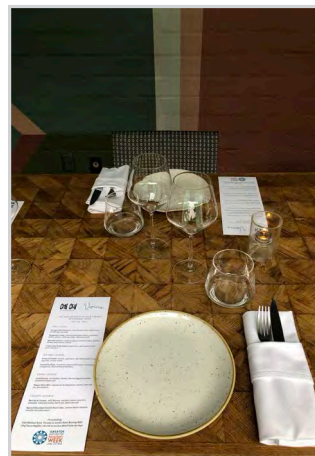
55,127,362

TOTAL PR ARTICLE IMPRESSIONS



NEW IN 2018

Hosted Greater Palm Springs Restaurant Week "Hangover Brunch" Media Event at Hotel Paseo in Palm Desert on April 29, where Chef Andrew Copley offered a sampling of the menu that was showcased during Stagecoach Country Music Festival.



Hosted first-ever GPSRW Media Preview Event in Los Angeles at Hotel Avalon, where Executive Chef Michael Reed of Viviane at Avalon Beverly Hills collaborated with Executive Chef Jason Moffitt of Chi Chi at Avalon Hotel Palm Springs to showcase a delicious menu on May 29.

LOCALE

TheArgonaut

Local News & Culture

4

SOUTHERN CALIFORNIA

NBC

BAY AREA

THE ORANGE COUNTY REGISTER

Patch

STYLE & SOCIETY

TRAVELHOST

FOODBEAST





Photo By Bianca Simonson

These are the 8 Best Deals for Greater Palm Springs Restaurant Week

Locale Magazine Editors June 5, 2018

13 DIVE INTO SPLASH HOUSE

June 8-10 • 10-11:30am • \$12

Have a fun time splashing around in some of Palm Springs' best pools while listening to the world's top DJ! With some Palm Springs locations like the Saguaro, Ruess and the Palm Springs Air Museum, it doesn't get much better than this...On week there's now two more days! I guess it does!

www.saguaro.com

14 COME CELEBRATE AT LOCALE'S LAUNCH PARTY

May 31

Enjoy tray passed appetizers and a welcome drink at ARRIVE Palm Springs' Draughtsman from 7-9 p.m. Let live music whisk you away as we celebrate our Greater Palm Springs May issue release! Your \$10 ticket goes towards the charity spotlight, Desert AIDS Project. See you there!

www.draughtsman.com

15 PARTY AT THIS ULTIMATE SUMMER EVENT

June 1-15

The Hard Rock Hotel, Uptown Summer this year - an adult only, unique lifestyle event complete with world-renowned DJs and first-class sound and lighting. Get your tickets to one of the hottest parties in the desert this season!

www.hardrockhotel.com

16 LISTEN TO AMY WINEHOUSE CLASSICS

May 12

Michael Haiman, located in the historic Club Trinidad Hotel, will play live to the sounds of Amy Winehouse. Paying tribute to the sounds of the late Amy Winehouse, the performance brings her music back to life.

www.clubtrinidad.com

17 TRY SOMETHING NEW DURING GREATER PALM SPRINGS RESTAURANT WEEK

June 1-17

Over 100 restaurants are taking part in this tasty event, so there will be something new for everyone! Specially priced lunch and dinner options give guests a taste of what local restaurants are serving up. Restaurants are encouraged as you explore this 17-day event with #GoSP2018 we're getting hungry already.

www.gosps.com

20 JAM OUT TO BILLY IDOL LIVE

June 7

You will be in for a rockin' good time with Billy Idol at the Flamingo Springs Resort Casino starting at 8 p.m. Dance to all the classics and hear some new tracks from his latest album, and we promise you'll be forgetting in no time!

www.flamingospings.com

LOCALE MAGAZINE 17

Greater Palm Springs Restaurant Week 2018

by CM

Published on May 5, 2018

10 10 10 10 10 10 10 10 10 10

June 1, 2018 - June 17, 2018

Greater Palm Springs

Event website

CALENDAR EVENTS

Food & Drink Greater Palm Springs Restaurant Week



Home News Local Business Entertainment Sports Life Health Wellness Travel & Outdoors Arts & Culture Sports & Recreation Technology

Search []

Worth Trip

OUR DAILY LOOK AT DEALS AND GETAWAYS

Savor Delish Deals at Greater Palm Springs Restaurant Week

Travel experiences, meaningful moments, and a variety of interests in this event drive us to try.

by Kristin Lutz

Instagram 1,000,000+ Facebook 1,000,000+ Twitter 1,000,000+

Facebook Twitter Instagram

Worth Trip

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Notes by C... FUN FOOD-DRINK LIFESTYLE TRAVEL ABOUT CONTACT

PALM SPRINGS LIFESTYLE BLOG

May 26, 2018

Guide to Greater Palm Springs Restaurant Week 2018

The perfect time to explore and visit the Palm Springs region is during the upcoming summer month of June for one very important reason: Greater Palm Springs Restaurant Week.

This fabulous foodie event is taking place Friday, June 1 through Sunday, June 17, 2018, giving diners plenty of opportunities to enjoy some of the most unique and delicious cuisines the desert has to offer. More than 100 local restaurants will showcase a variety of fixed-priced menus for lunch and dinner goes. So, if you're looking to try out some exciting dishes at neighborhood eateries this season or get a taste of new bites in town at special discounted rates, then this event is for you.

Read ALL the details on this annual culinary experience by reading my article on the Greater Palm Springs CVB website titled: Get a Taste of the 12th Annual Greater Palm Springs Restaurant Week.

Trust me on this one, you don't want to miss out!

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California's Favorite Magazine PALM SPRINGS LIFE

Current Status Calendar Things To Do Arts & Entertainment Food & Drink Fashion Health & Beauty Real Estate

Sushi and Sake Take Flight

If you've ever dreamt of sampling nigiri prepared by an Iron Chef competitor, head to Domo Sushi on El Paseo in Palm Desert. Get a discount during Greater Palm Springs Restaurant Week.

TIFFANY CARTER / MAY 23, 2018 / CURRENT DIGITAL, RESTAURANTS, WHICH LISTEN, RESTAURANTS

PHOTOGRAPH BY STEVEN SALISBURY

Master sushi chef Jin Young, who was a runner-up on Food Network's Iron Chef series in 1996, aims to transport his diners to Japan through awe-inspiring dishes focused on traditional flavors, precision slicing, and elegant plating at Domo Sushi on El Paseo. Newly opened in Palm Desert, Young's sushi bar will join more than 100 participating restaurants for Greater Palm Springs Restaurant Week, June 1-17.

"This restaurant concept is the art of sushi, and the beautiful plating is from the imagination of chef Jin," says Bella Walker, who is a sushi artist in her own right and works directly under Young. "His menu is very different. It's simple, clean, and the flavors and tastes are very fresh."

VIDEO: Watch Chef Bella Walker prepare the Caliente Roll.

Taste Domo Sushi on El Paseo, Palm Desert | PALM SPRINGS LIFE

PHOTOGRAPH BY STEVEN SALISBURY

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PHOTOGRAPH BY STEVEN SALISBURY

PHOTOGRAPH BY STEVEN SALISBURY

WEBSITE RE-FRESH

ENGAGED WEBSITE VISITORS

5.5%

INCREASE

IN RETURNING VISITORS YOY

8%

DECREASE

IN TIME PER SESSION YOY

20.7%

DECREASE

IN BOUNCE RATE YOY

NEW LAYOUT PROVIDED EASY ACCESS TO SEARCH RESTAURANTS AND MENUS



OpenTable®

RESERVE NOW BUTTONS ON THE HOME PAGE AND ON RESTAURANT PAGES ALLOWED FOR EASY ONLINE BOOKING

USER ACCESS

3,764

MORE VISITORS ON MOBILE OVER DESKTOP

26%

INCREASE IN ORGANIC SEARCHES

992%

INCREASE IN PAID SEARCHES

19%

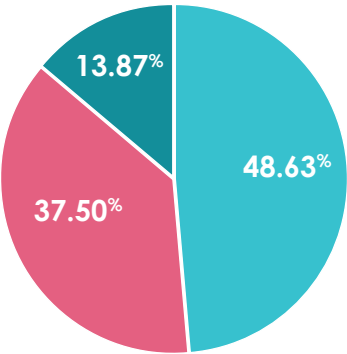
INCREASE IN DIRECT VISITORS

126%

INCREASE IN VISITORS FROM EMAIL CAMPAIGNS

WEBSITE VISITORS BY LOCATION

- 48.63% GREATER PALM SPRINGS
- 37.50% OTHER RIVERSIDE COUNTY CITIES
- 13.87% NEIGHBORING COUNTIES



OVER

255,000

ONLINE PAGE VIEWS

42,249

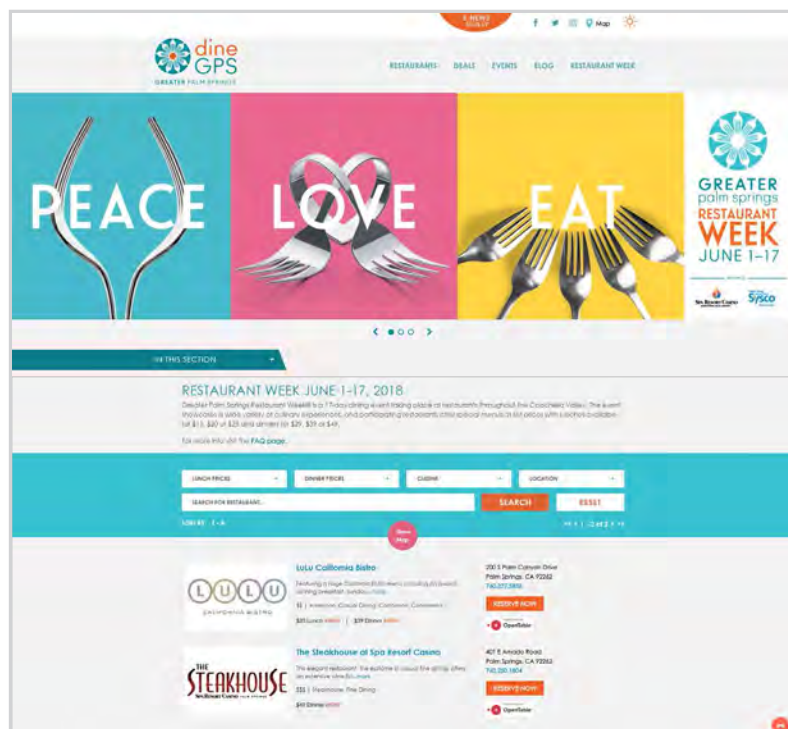
VISITORS TO dineGPS.com

6:44 MIN

AVERAGE TIME ON WEBSITE



NEW WEBSITE HOMEPAGE



MOBILE HOMEPAGE



FIND FOOD BANK PARTNERSHIP

This year the CVB partnered with FIND Food Bank to create a virtual food drive during Restaurant Week. People could donate as little as \$1 online with all the money going directly to FIND Food Bank to support the more than 85,000 local residents in need.



ADVERTISING: LOCAL MARKET

LOCAL PRINT ADVERTISING GENERATED

5,117,810 IMPRESSIONS

(18% INCREASE YOY)

LOCALE

THE DESERT SUN

DESERT ENTERTAINER

TRAVELHOST

LA PRENSA



LOCAL RADIO ADVERTISING GENERATED

16,449,000 IMPRESSIONS

ALPHA MEDIA

8,910,000 IMPRESSIONS

MARKER BROADCASTING

5,259,000 IMPRESSIONS

KEZN

1,036,000 IMPRESSIONS

KUNA

626,000 IMPRESSIONS

KLOB

618,000 IMPRESSIONS



LOCAL TELEVISION ADVERTISING GENERATED

23,580,000 IMPRESSIONS

(13% DECREASE YOY)

COMMERCIALS ON LOCAL TELEVISION

KMIR

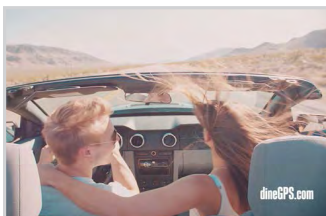
4,917,000
IMPRESSIONS

KPSP

3,820,000
IMPRESSIONS

TIME WARNER CABLE

14,843,000
IMPRESSIONS

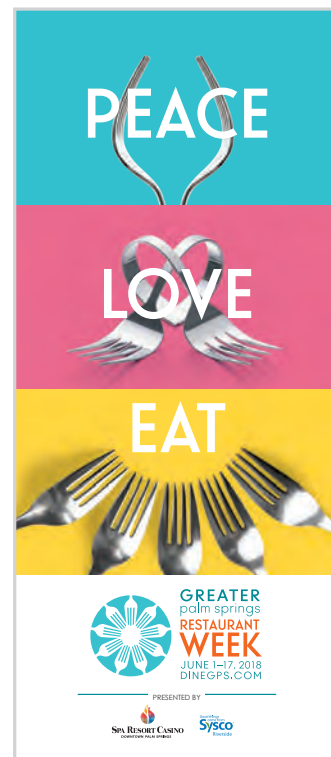
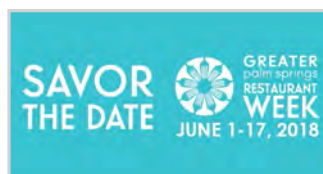


LOCAL BILLBOARDS



EVENT COLLATERAL

PROMOTIONAL POSTCARDS
PROMOTIONAL RACK CARDS
TABLE TENTS
WINDOW CLING



ADVERTISING: DRIVE MARKET

DRIVE MARKET OUT-OF-HOME GENERATED

8,927,451
IMPRESSIONS

(78% INCREASE YOY)

10 DIGITAL BILLBOARDS IN LOS ANGELES AND SAN DIEGO (20 TOTAL)



DRIVE MARKET TELEVISION GENERATED

559,634,000
IMPRESSIONS

(48% INCREASE YOY)

TIME WARNER CABLE

267,017,000 IMPRESSIONS

KTLA

292,617,000 IMPRESSIONS



ONLINE DIGITAL ADVERTISING GENERATED

4,960,000
IMPRESSIONS

(58% INCREASE YOY)

DESERT GAY GUIDE

PALM SPRINGS LIFFE

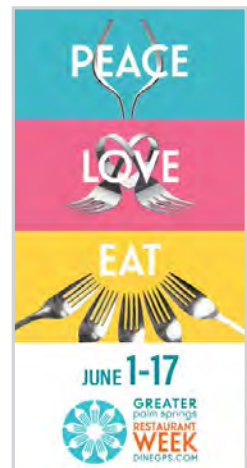
THE DESERT SUN

PANDORA

EXPEDIA

TRAVELZOO

LOCALE



SOCIAL MEDIA

DINEGPS SOCIAL CHANNELS

facebook **7,260**
PAGE LIKES

INCREASED FOLLOWERS BY **242%** SINCE 2017 RESTAURANT WEEK

*NEW - PROMOTED **DINEGPS FACEBOOK EVENT PAGE**, GENERATING THE HIGHEST ORGANIC ENGAGEMENT WITH OVER **50,000 IMPRESSIONS**, **585 RESPONSES** AND NEARLY **300 WEBSITE CLICKS**.

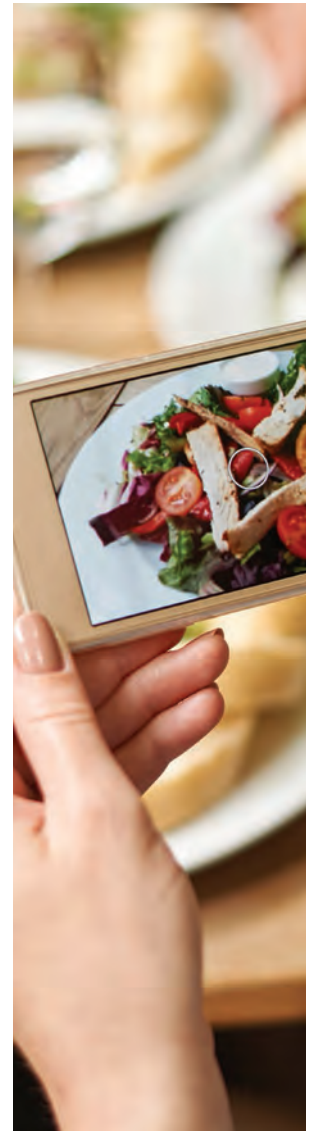
twitter **2,750**
FOLLOWERS

INCREASED FOLLOWERS BY **89%** SINCE 2017 RESTAURANT WEEK

Instagram **819**
FOLLOWERS

INCREASED FOLLOWERS BY **152%** SINCE 2017 RESTAURANT WEEK

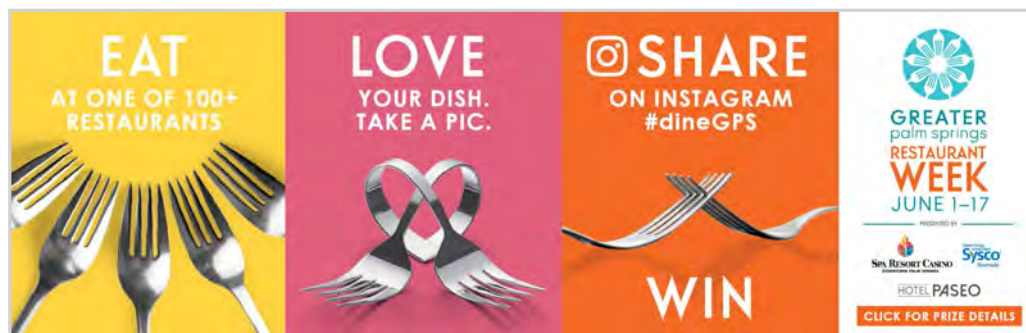
*NEW - **INSTAGRAM STORIES** WAS OUR HIGHEST PERFORMING AD WITH OVER **120,000 IMPRESSIONS**; OVER **5,000 VIDEO VIEWS** AND NEARLY **1,000 WEBSITE CLICKS**.



INSTAGRAM CONTEST

237 ENTRIES

EAT. LOVE. SHARE SWEEPSTAKES FROM JUNE 1 - 17, 2018



SOCIAL MEDIA CAMPAIGN TOTALS

194,322 IMPRESSIONS

585

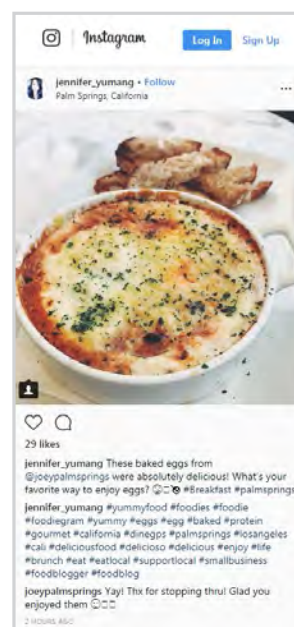
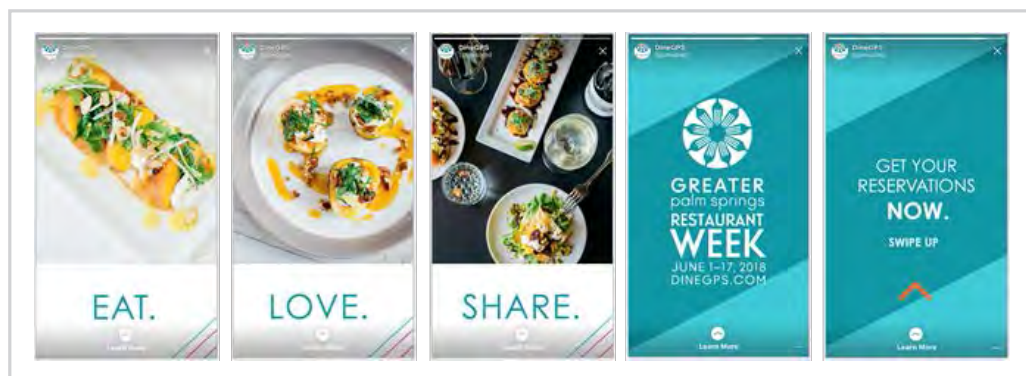
FACEBOOK EVENT RESPONSES

7,720 ENGAGEMENTS

194

NEW NEWSLETTER SUBSCRIBERS

31,526 VIDEO VIEWS



COLLATERAL RE-FRESH

EMAIL MARKETING

9

TOTAL
CAMPAIGNS

MAY-JUNE

23,868

TOTAL EMAILS
DELIVERED

25.5%

OPEN RATE

11.3%

CLICK-THROUGH
RATE



UPDATED RESTAURANT RESOURCES

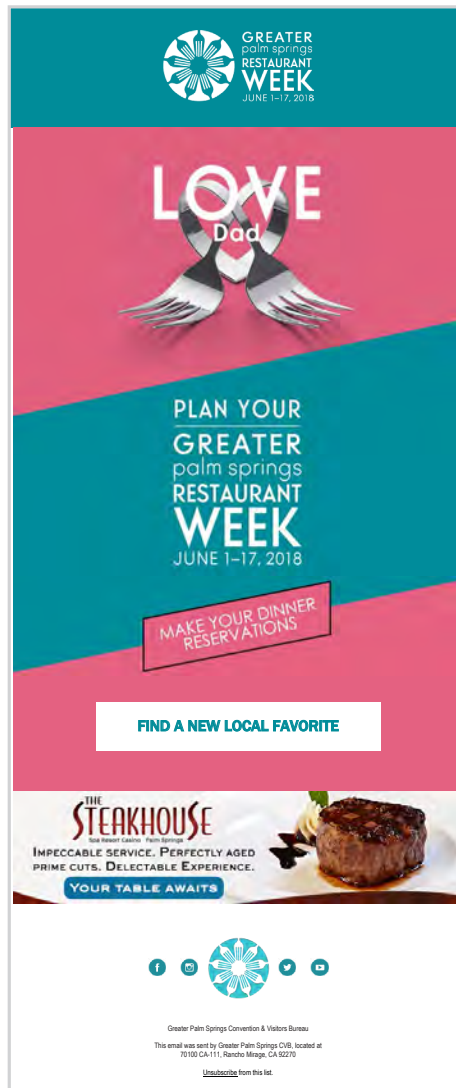
RESTAURANT BOOTCAMP FOR ALL
RESTAURANTS

MEDIA PREVIEW EVENT FOR LOCAL,
REGIONAL AND NATIONAL MEDIA

UPDATED DESERT DINING GUIDE & MAP

NEW RESOURCES AND TOOLS FOR
PARTICIPATING RESTAURANTS

TRANSLATED MATERIALS TO REACH SPANISH-
SPEAKING RESTAURATEURS



dine
GPS
GREATER PALM SPRINGS

PEACE
LOVE
EAT

EXCLUSIVE INVITATION

GREATER palm springs
RESTAURANT WEEK

KICK-OFF EVENT
at
CASCADE LOUNGE AT SPA RESORT CASINO

6403, 401 E Amado Rd • Palm Springs, CA 92262 (map it)
Thursday, May 31, 2018 • 5:30 – 7:30p.m.

Preview **Greater Palm Springs Restaurant Week**
with a private tasting Thursday evening May 31, 2018.

Share the love with featured participating restaurants.
Sample our local flavors, some new eateries and a
cultural culinary scene that has everyone talking.

Peace, Love, Eat.
It's a beautiful and delicious thing.

Accommodations hosted by Agua Caliente Casino Resort Spa
Dining & Activities hosted by Greater Palm Springs CVB
Transportation Arrangements by Greater Palm Springs CVB

RSVP HERE BY MAY 23, 2018

Presented by:

SPA RESORT CASINO
DOWNTOWN PALM SPRINGS

Good things
happen
at Sysco
Riverside

Media Contact:
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Wagstaff Worldwide
323.430.8414
rdubin@wagstaffworldwide.com

TO SEARCH RESTAURANTS, VIEW MENUS AND
MAKE RESERVATIONS GO TO DINEGPS.COM

Greater Palm Springs Convention & Visitors Bureau
70-100 Highway 111 • Rancho Mirage, CA 92270 • MAP
P: 760.770.9000 • F: 760.770.9001


VISIT GREATERPALMSPRINGS.COM

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EAT



1. EAT IT



2. LOVE IT

3. SHARE IT

For details, visit [dineGPS.com](#)

Instagram


If you're not marketing on Instagram, you're missing out! *— Post Company, 2014*

Update your Instagram profile to include key information about your restaurant: address, hours of operation, and link to your Restaurant Web menu.


Show great food photos of your Restaurant Web dishes leading up to and during the event.


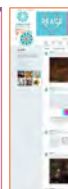
Use Instagram Stories to bring your photos to life with exclusive content. Don't forget you can tag @dineGPS in your posts.




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PEACE



We use **Facebook** to have your restaurant participating in Greater Palm Springs Restaurant Week, and we are happy to share our fun and how to use social media to get more excited about your restaurant. Social media is influencing where people eat every day, and it's one of the most effective platforms to get the word out that your restaurant is involved in Restaurant Week.



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CONNECT WITH US

CONNECT TO GREAT PALM SPRINGS RESTAURANT WEEK SOCIAL CHANNELS

- LIVE US ON FACEBOOK AT DININGS
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- FOLLOW US ON INSTAGRAM AT DININGS


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For more info: 760.369.1111



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LOVE



FACEBOOK

Create a consistent voice for your restaurant. Be conversational and creative in your copy. Remember that social media works best with a conversational tone rather than formal press releases. If possible, design a team member to manage your social media accounts.

Tag all of your social posts @dineGPS and @dineGPS to get on our radar and reach people outside your current circle of followers.


Engage, engage, engage! Interact with your followers by replying, re-tweeting, and responding to comments.

Collaborate with influencers to share their dining experience with your restaurant and their followers.

Include all social handles easily accessible in your restaurant and on menus, so diners can easily share their experience. Include the #dineGPS hashtag as well.


Post all of your social media before & during the event, and keep posting beautiful shots of your Restaurant Week dishes and drinks.

Post regularly on a schedule that both keeps you on schedule with your customers and is reasonable to achieve for you and your team.



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Twitter


Twitter is the most popular social media website to use. It's a great way to share your restaurant's story and connect with your customers. Twitter is a great way to share your restaurant's story and connect with your customers. Twitter is a great way to share your restaurant's story and connect with your customers.

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
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
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GREATER palm springs RESTAURANT WEEK
JUNE 4 - 7, 2015
DINEGOS.COM

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Cafe

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SAMPLE RESTAURANT MENUS



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RESTAURANT
WEEK
JUNE 1-17, 2018



DINNER MENU

Ruth's Chris Steak House

First Course

Steak House Salad
Iceberg, baby arugula, grape tomatoes, garlic croutons, red onions
Suggested wine pairing: Santa Margherita, Pinot Grigio \$18

Seared Ahi Tuna
Complemented by a spirited Sauce with hints of mustard & beer
Suggested wine pairing: Kim Crawford, Sauvignon Blanc \$14

Roasted Tomato & Crab Bisque
Suggested wine pairing: Sonoma Coast, Chardonnay, Russian River Ranches, Sonoma Coast \$17

Second Course

6oz. Filet ~ Tender corn-fed USDA Midwestern Beef
topped with a horseradish, pumpernickel, and panko breadcrumbs crust
Suggested wine pairing: Staggs Leap Wine Cellars, Napa, Red Blend \$16

12 oz. New York USDA Prime full-bodied cut
Suggested wine pairing: Dry Creek Vineyard, Zinfandel, Heritage, Sonoma County \$13

Stuffed Chicken Breast
Oven roasted free-range double chicken breast, garlic herb cheese, lemon butter
Suggested wine pairing: Meomi, Pinot Noir \$16

Choice of one Side

Garlic Mashed Potatoes ~ Creamed Spinach ~ Sautéed Mushrooms

OPTIONAL SUPPLEMENTAL DISHES

Lobster Tail \$17

Oscar Style Crab Cake, Asparagus & Béarnaise Sauce \$15

Six additional Large Shrimp \$15

Lobster Mac & Cheese ~ tender Lobster, three cheese blend, mild green chilies \$20.50

Course Three

Chocolate Sin Cake ~ Flourless Chocolate cake with a hint of espresso
Ruth's Coffee ~ Frangelico, Bailey's, Irish Cream, brandy, Whipped Cream, drizzle of chocolate \$12.5
Cheesecake ~ Creamy homemade cheesecake served with fresh Berries
Graham's Port, Porto, Six Grapes \$11

\$39.00 per/person | Not including tax and gratuity

RESTAURANT WEEK AT JAKE'S LUNCH

TWO COURSE MENU \$20
JUNE 1-17, 2018

Please choose either starter or dessert
to go with main dish

STARTERS

Watermelon Gazpacho-
topped with feta cheese & avocado

Petite Crabcake- chipotle aioli

MAINS

Turkey BLTA Sandwich-
fresh roasted turkey breast,
apple smoked bacon, romaine lettuce,
tomato and avocado on nine grain bread with
green onion aioli

Miami Vice Salad -
chopped shrimp, romaine, avocado,
Roma tomato, onion, capers, feta cheese with
a key lime caper vinaigrette

Spicy Southwest Salad- (vegetarian)
avocado, black beans, roasted corn,
yellow peppers, chopped romaine,
pico de gallo and sour cream with a spicy
roasted red pepper lime vinaigrette,
tortilla strips

Chicken Milanese Sandwich-
breaded & lightly sautéed chicken breast with
melted Gruyere cheese, frisée and
tarragon dijonaise on ciabatta roll

Truffle Mac n Cheese-
rigatoni, parmesan cream sauce, truffle oil

DESSERTS

chocolate cupcake or
vanilla salty caramel cupcake

COCKTAIL SPECIALS

Tequila Mockingbird....12
jalapeno infused tequila, watermelon puree,
sweet and sour shaken and served up
Empress Vespa Lemon Drop....12
Empress gin, Svedka citron, triple sec,
sweet and sour, served up with sugar rim
Ginger Spritz12
Mont Marcal Cava, Lillet, ginger beer
served on the rocks



RESTAURANT WEEK
JUNE 1 - JUNE 17, 2018 | 5PM - 10PM | \$29

STARTERS (CHOOSE ONE)

CHILLED CORN VICHYSOISE
Lobster, Sweet White Corn, Fresno Chiles, Fennel

BLISTERED SHISHITOS
Firecracker Sauce, Sesame Seeds

SEAFOOD CEVICHE
Coconut, Lime, Coriander, Jalapeno, Radish, Corn, Fried Corn Chips

AC3

Local Greens, Carrots, Cucumbers, Pickled Onions, Tiny Tomato, Farm Radishes, Lemonette, Ranch Popcorn

TOMATO + MELON

Watercress, Feta, Pickled Onions, Fennel, Lemon Poppy Seed Emulsion

ENTREES (CHOOSE ONE)

GRILLED SHRIMP + PORK BELLY

Edamame Fried Rice, Summer Squash, White Barbeque Sauce, Basil

ROASTED JIDORI CHICKEN BREAST

Brown Butter Panzanella, Heirloom Tomatoes, Zucchini, Kale, Olive, Basil Vinaigrette

SEALED SALMON

Black Lentils, Grapefruit, Tinker Bell Peppers, Dinosaur Kale, Mushrooms, Smoked Citrus Butter

PAPPARDELLE CARBONARA

Dijon + Garlic Cream, Bacon, Spring Peas, Sunny Up Egg, Tenders, Aged Grana Padano

HARRIS RANCH NEW YORK STEAK

Truffle Pommes Frites, Charred Broccolini, Demi Glace

DESSERT

CHEFS DUO

Chocolate Indulgence + California Citrus

RESTAURANT WEEK MENU AVAILABLE FROM 5:00PM TO 10:00PM | BREAK SERVICE AVAILABLE UPON REQUEST

Our Green commitment: Whenever possible AC3 serves sustainable/organic seafood, all natural/organic meats & seasonal local produce.
Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness.
Please do not separate checks. Split or shared plates \$8. Corkage fee \$20 (two bottles maximum). Restrictions apply.
18% gratuity will be added to parties of six or more.

Restaurant Week at Bernie's \$29 PRE-FIXE MENU

FIRST COURSE

CHOICE OF ONE

Grilled Peach & Tarragon Salad

TOASTED PISTACHIOS, BABY ARUGULA, HONEY-WHITE BALSAMIC VINAIGRETTE

Chilled Sweet Corn Bisque

LUMP CRAB & MICRO BASIL SALAD, CHIVE OIL

Day Scallop Ceviche

ORO BLANCO GRAPEFRUIT AGUACHILE, ENGLISH CUCUMBER, RED ONION, MINT, ENDIVE

SECOND COURSE

CHOICE OF ONE

Roasted Beef "Petite Tender"

BEEF TERES MAJOR STEAK, ROSEMARY-WHIPPED YUKON GOLD POTATOES, TOMATO JAM

Risotto "Prima Vera"

SWEET PEAS, FAVA BEANS, BABY CARROTS, CRIMINI MUSHROOMS, GRANA PADANO CHEESE

Petite-Cut Prima Rib

GARLIC BROCCOLINI, TRADITIONAL YORKSHIRE PUDDING, BEEF JUS

Grilled Jumbo Prawns

MARINATED BABY HEIRLOOM TOMATOES, SWEET FENNEL, HERBED POLENTA

THIRD COURSE

CHOICE OF DESSERT OR DRINK

DESSERTS

Vanilla Bean Panna Cotta
STRAWBERRY COULIS, WALNUT COOKIES

Fabaglioni & Summer Tomatoes
CLASSIC ITALIAN CUSTARD, ALMOND BISCUITS

Warm Date Cake
GINGER GELATO

DRINKS

Mudslide
VODKA, BAILEY'S, KAHNLA

Brandy Alexander
BRANDY, CRÈME DE CACAO, CREAM



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WEEK



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WEEK
JUNE 1-17, 2018



DINNER MENU

FIRST COURSE

A choice of

Wild Mushroom Soup

House Specialty

House Salad

Organic Field Greens with House Dressing

Soup de Pistou

Diced Vegetable Soup

Sauceson sur son

Lit de Pomme de Terre

Truite Véronique

Trou with Fresh Grapes

Lamb Chop and Leg Gigot

over Cassoulet Beans with Vegetable Bruniise

Damier de Sole et Saumon

Sauce aux Truffes

Paré au Poivre Noir et Roquefort

Flat Iron Steak with Black Pepper and Roquefort

DESSERT

A choice of

Flourless Chocolate Cake

topped with Chocolate House & Fresh Raspberries

Roasting Island

over Fresh made Vanilla Sauce

Hot Apple Tarte

with Vanilla Ice Cream

Profiteroles

with Warm Chocolate Sauce

\$39 per/person | Not including tax and gratuity



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RESTAURANT
WEEK
JUNE 1-17, 2018



DINNER MENU

FIRST COURSE

A choice of

Fried Brie

house-made jalapeno jelly

Melvyn's Crab Cake

remoulade with capers, cornichons, roasted jalapenos

Classic Caesar Salad

romaine, white anchovies, herb croutons, parmesan crisp

Wedge Salad

baby gem lettuce, chopped hard boiled eggs, almonds,

crispy bacon, creamy blue cheese dressing

Burrata Panna Cotta

heirloom tomatoes, watermelon, roasted tomato vinaigrette

SECOND COURSE

A choice of

Risotto

asparagus, English peas, wild mushrooms, mascarpone

Chilean Sea Bass

fava bean, wild mushroom & pancetta brown butter sauce,

Yukon mashed potatoes, asparagus

Chicken Paillard

parmesan crust, Yukon mashed potatoes, sautéed swiss chard,

capers butter sauce

Grilled Kurobuta Pork Chop

caramelized apple and parsnip puree, fennel slaw, broccolini

Steak Diane

filet mignon medallions, cognac-mushroom demi,

potato gratin, asparagus

DESSERT

A choice of

Cheesecake

vanilla bean citrus sauce

Chocolate Molten Cake

Cognac ganache, raspberry coulis

Gelato or Sorbet

Please ask for today's selection

\$39 per/person | Not including tax and gratuity

2018 RESTAURANT WEEK • FEATURED RESTAURANTS

PALM SPRINGS

533 VIET FUSION
AL DENTE TRATTORIA
TOSCANA & BAR
ALEBRIJE BISTRO MEXICO
AZUCAR AT LA SERENA
VILLAS
CAFÉ PALMETTO AT RIVIERA
PALM SPRINGS
CANTALA AT RIVIERA PALM
SPRINGS
CHI CHI AT AVALON HOTEL
AND BUNGALOWS
CHICKEN RANCH
COPLEY'S ON PALM
CANYON
DRAUGHTSMAN AT ARRIVE
PALM SPRINGS
EIGHT4NINE RESTAURANT &
LOUNGE
EL JEFE AT THE SAGUARO
HOTEL & POOL
ESCENA LOUNGE & GRILL
FUZION FIVE
JAKE'S
JOHANNES
JUNIPER TABLE AT THE
KIMPTON ROWAN
JUSTAPAS
KAISER GRILLE
KING'S HIGHWAY DINER AT
ACE HOTEL
LE VALLAURIS
LG'S PRIME STEAKHOUSE
LULU CALIFORNIA BISTRO
MELVYN'S RESTAURANT AT
INGLESIDE INN
MICHAEL HOLMES' PURPLE
ROOM
MR. LYON'S STEAKHOUSE
PEAKS RESTAURANT
POMME FRITE
PS UNDERGROUND
PURPLE PALM RESTAURANT
RESERVOIR AT ARRIVE PALM
SPRINGS

PALM SPRINGS CONT.

RICK'S DESERT GRILL
RIO AZUL MEXICAN BAR
AND GRILL
SAMMY G'S TUSCAN GRILL
SO•PA AT L'HORIZON
RESORT & SPA
SPENCER'S RESTAURANT
THE STEAKHOUSE AT SPA
RESORT CASINO
THE TROPICALE RESTAURANT
THREE SIXTY NORTH
TRIO RESTAURANT
TRUSS & TWINE
VILLAGE PUB BAR & GRILL
WATERCRESS VIETNAMESE
BISTRO
WORKSHOP KITCHEN + BAR
ZIN AMERICAN BISTRO

RANCHO MIRAGE

ACQUA CALIFORNIA
BISTRO
BERNIE'S LOUNGE AND
SUPPER CLUB
BLUEMBER
CATALAN MEDITERRANEAN
CUISINE
DRINK EATERY + BAR
FLEMING'S PRIME
STEAKHOUSE & WINE BAR
KOBE JAPANESE
STEAKHOUSE
LAS CASUELAS NUEVAS
PINZIMINI
ROY'S RESTAURANT
STATE FARE BAR + KITCHEN
THE STEAKHOUSE AT AGUA
CALIENTE CASINO RESORT
SPA
WALLY'S DESERT TURTLE
WATERS CAFÉ AT AGUA
CALIENTE CASINO RESORT
SPA

PALM DESERT

AC3 RESTAURANT + BAR
CAFE DES BEAUX-ARTS
CASTELLI'S RISTORANTE
CHEZ PIERRE BISTRO
CUISTOT
DAILY GRILL
DOMO SUSHI ON EL PASEO
FRESH AGAVE MEXICAN
BAR & GRILL
JC'S CAFE
KAISER GRILLE
LE DONNE CUCINA
ITALIANA
LE PAON RESTAURANT
MIKADO JAPANESE
STEAKHOUSE
MITCH'S ON EL PASEO
PRIME SEAFOOD
MORTON'S THE
STEAKHOUSE
PACIFICA SEAFOOD
RESTAURANT
RISTORANTE MAMMA GINA
ROCKWOOD GRILL
RUTH'S CHRIS STEAK HOUSE
SCHNITZELHAUS PALM
DESERT
STUFF PIZZA BAR & GRILL
SULLIVAN'S STEAKHOUSE
THE GRILL AT SHADOW
RIDGE
TOMMY BAHAMA
RESTAURANT
WILDEST GREENS

DESERT HOT SPRINGS

ESSENCE AT TWO BUNCH
PALMS

CATHEDRAL CITY

JUSTIN EAT & DRINK
NICOLINO'S ITALIAN
RESTAURANT

CATHEDRAL CITY CONT.

PIAZZA TRILUSSA
RISTORANTE

INDIAN WELLS

CITRUS & PALM
RESTAURANT
THE NEST
VICKY'S OF SANTA FE
VUE GRILLE & BAR

LA QUINTA

CORK & FORK
LA BRASSERIE BISTRO & BAR
LA QUINTA CLIFFHOUSE
GRILL & BAR
LAVENDER BISTRO
LG'S PRIME STEAKHOUSE
MÉLANGE AT THE CHATEAU
AT LAKE LA QUINTA
OLD TOWN TAVERN
BARBECUE & MORE
SOLANO'S BISTRO
STUFF PIZZA BAR & GRILL
THE GRILL ON MAIN

INDIO

CHOP HOUSE AT
JACKALOPE RANCH
JACKALOPE RANCH
JUNE HILL'S TABLE AT
TRILOGY POLO CLUB
TACK ROOM TAVERN AT
THE EMPIRE POLO CLUB



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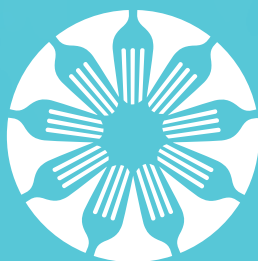
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