

FROM: LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

Contact: Pattie Haubner, pattie@nicholaslence.com / 212-938-0005

Brittany Forgione, brittany@nicholaslence.com / 212-205-6631

FOR IMMEDIATE RELEASE



LINCOLN SQUARE'S RESTAURANTS ARE STEPPING UP TO THE PLATE
WITH "FASHION PLATE PRIX FIXE" DEALS
DURING MERCEDES-BENZ FASHION WEEK, FEBRUARY 9-16

*25 Lincoln Square Area Restaurants Offer a Variety of Specials for the Public
And 23 Dine-in/Take-Out Establishments Provide Discounts for Event Crew*

New York, NY— January 20, 2012—Restaurants continue to sign up for the Lincoln Square BID's successful fashion week dining promotions: *Fashion Plate Prix Fixe* and *Lincoln Square Crew Cuts*. Mercedes-Benz Fashion Week in New York runs from February 9-16th and the area's most popular restaurants are stepping up to the plate with great deals for everyone coming to the fascinating Lincoln Square neighborhood. **Nougatine at Jean Georges, Bouchon Bakery, Lincoln Ristorante, Nanoosh and Gastroarte Restaurante are the latest additions to the promotion.** Crew members working fashion related events can even grab take-out offerings from a wide range of affordable food establishments in the *Lincoln Square Crew Cuts* program.

"The Lincoln Square community is very excited to welcome visitors from all over to enjoy our growing *Fashion Plate Prix Fixe* and *Crew Cuts* programs, which have grown significantly over the years, seeing a large increase in the number of local restaurants stepping up to host more wonderful deals," said Monica Blum, Lincoln Square BID President. "*Fashion Plate Prix Fixe* is a great way to be a part of Mercedes-Benz Fashion Week in the exciting Upper West Side neighborhood even if you're not attending any of the scheduled runway shows."

This is the third year and fourth season Lincoln Square BID is supporting the event. The nonprofit business improvement district also promotes the area's diverse business, education and cultural offerings through annual events such as the Winter's Eve celebration, Summer Concert Series at Richard Tucker Park, Tourist Ambassador Program, among others. **Lincoln Square BID's neighborhood area runs from Columbus Circle to 70th Street between Amsterdam and Central Park West.**

Fashion Plate Prix Fixe is open to the public for lunch, dinner and brunches during Mercedes-Benz Fashion Week. Many restaurants are offering outstanding menu options, for example: A Voce in Time Warner Center is hosting a \$29 three-course, fashion-inspired lunch; Dizzy's Club *Coca-Cola* and Great Performances, also in Time Warner Center, is offering The Fashionberry, Skinny & Spicy & Moonflower moonshine cocktails (\$10 each or two for \$15) - and \$10 off the cover when you mention "Fashion Week" at the door; Café Fiorello is presenting a \$25, three-course, market-fresh, special prix fixe lunch; Plus, The Leopard at des Artistes is serving their "Fashion Piatto Unico" lunch and weekend brunch for \$27 and Boulud Sud and Bar Boulud will offer three course lunches for \$24.07. For a complete list of participating restaurants, please see below.

The Lincoln Square BID is also excited to bring back *Lincoln Square Crew Cuts*, designed to offer speedy and affordable dining/take-out options for the busy crews working on Fashion Week events. Discounts, such as 10% off breakfast, lunch and dinner, will be offered at 23 eateries in the Lincoln Square area, including Lincoln Square mainstays Alan's Market Place, Breadsoul and Lincoln Cafés, Melissa's Gourmet Deli, 'wichcraft, Old John's Luncheonette, P.J. Clarke's at Lincoln Square and others. Plus, this year, eight more establishments have hopped on board with *Crew Cuts* deals including: Bomboloni, Choco Bolo, Tasti D Lite, Gourmet Garage and Indie Food & Wine at the Elinor Bunin Munroe Film Center.

About the Lincoln Square BID:

The Lincoln Square Business Improvement District (BID) is a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. Its mission is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. The BID's efforts are focused on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings. The BID is a catalyst working with business, community and city partners to promote positive change in Lincoln Square. Its programs and initiatives are designed to showcase the rich and varied resources of this vibrant Upper West Side neighborhood.

###

Lincoln Square "Fashion Plate" Prix Fixe Participants:

A Voce

10 Columbus Circle, 3rd Floor

Time Warner Center

212.823.2523

www.avocerestaurant.com

Three Course Fashion-Inspired Lunch - \$29.00

(Monday-Friday only)

Atlantic Grill

49 West 64th Street between Broadway and Central Park West

212.787.4663

www.atlanticgrill.com

Three Course Prix Fixe Lunch - \$24.07

Three Course Prix Fixe Dinner - \$35.00

(Monday – Friday only)

(Promotion not available Tuesday, February 14)

Bar Boulud

1900 Broadway between 63rd and 64th Streets

212.595.0303

www.barboulud.com

Three Course Prix Fixe Lunch - \$24.07

(Monday – Friday only)

(Promotion not available Tuesday, February 14)

Bouchon Bakery

10 Columbus Circle, 3rd Floor

Time Warner Center

212.823.9366

www.bouchonbakery.com

Three Course Prix Fixe Lunch: \$24.95

Boulud Sud

20 West 64th Street between Broadway and Central Park West

212.595.1313

www.bouludsud.com

Three Course Prix Fixe Lunch - \$24.07

(Monday – Friday only)

(Promotion not available Tuesday, February 14)

Café Fiorello

1900 Broadway between 63rd & 64th Streets

212.595.5330

www.cafefiorello.com

Three Course Prix Fixe Lunch: \$25.00

Dizzy's Club Coca-Cola and Great Performances

Time Warner Center, 5th Floor

Broadway at 60th Street

212.258.9595

www.jalc.org/dccc

Original Moonshine Cocktails- The Fashionberry, Skinny & Spicy & Moonflower: \$10.00 each or two for \$15.00. Plus, mention “Fashion Week” to receive \$10.00 off the cover at the 9:30pm or 10:00pm set at Dizzy's Club *Coca-Cola*.

Ed's Chowder House at the Empire Hotel

44 West 63rd Street between Broadway and Columbus Avenue

212.956.1288

www.chinagrillmgt.com

Three Course Prix Fixe Lunch: \$24.99

Three Course Prix Fixe Dinner: \$42.00

Gabriel's Bar & Restaurant

11 West 60th Street just west of Broadway

212.956.4600

www.gabrielsbarandrest.com

Three Course Prix Fixe Lunch: \$24.07

(closed Sunday)

(Promotion not available Tuesday, February 14)

Gastroarte Restaurante

141 West 69th Street between Broadway and Columbus Avenue

646.692.8762

www.gastroartenyc.com

Three Course Prix Fixe Dinner: \$45.00

(Promotion not available Tuesday, February 14)

Il Violino

180 Columbus Avenue at 68th Street

212.873.2500

www.ilviolinonyc.com

Three Course Prix Fixe Lunch: \$19.00

(Monday - Friday only)

Four Course Prix Fixe Dinner: \$35.00

(Tuesday - Thursday only)

Weekend Brunch: \$14.95

Jalapeno

185 Columbus Avenue between 68th and 69th Streets

212.877.7800

www.jalapenonyc.com

Three Course Prix Fixe Lunch: \$12.99

Three Course Prix Fixe Dinner: \$15.99

La Boite en Bois

75 West 68th Street at Columbus Avenue

212.874.2705

www.laboitenyc.com

Three Course Prix Fixe Lunch: \$24.00

Lansky's

235 Columbus Avenue between 70th and 71st Streets

212.787.0400

www.lanskysnyc.com

Three Course Prix Fixe Lunch: \$10.99

Three Course Prix Fixe Dinner: \$12.99

The Leopard at des Artistes

1 West 67th Street between Central Park West and Columbus Avenue

212.787.8767

www.theleopardnyc.com

Fashion Piatto Unico Lunch and Weekend Brunch: \$27.00

Lincoln Ristorante

142 West 65th Street between Broadway and Amsterdam Avenue

212.259.6500

www.lincolnristorante.com

Three Course Prix Fixe Lunch: \$24.07

(Wednesday – Friday only)

Luce Restaurant & Enoteca

2014 Broadway between 68th and 69th Streets

212.724.1400

www.lucenyc.com

Three Course Prix Fixe Lunch or Dinner: \$35.99

(Promotion not available Tuesday, February 14)

Nanoosh

2012 Broadway between 68th and 69th Streets

212.362.7922

www.nanoosh.com

Three Course Prix Fixe Lunch or Dinner: \$15.95

Nick and Toni's Café

100 West 67th Street between Broadway and Columbus Avenue

212.496.4000

www.nickandtoniscafe.com

Three Course Prix Fixe Dinner: \$35.00

Nougatine at Jean Georges

1 Central Park West at Trump International Hotel & Tower

212.299.3900

www.jean-georges.com

Three Course Prix Fixe Lunch: \$32.00

(Monday – Sunday only)

Three Course Prix Fixe Dinner: \$38.00

(Sunday – Friday only)

Porter House New York

10 Columbus Circle, 4th Floor

Time Warner Center

212.823.9500

www.porterhousenewyork.com

Three Course Prix Fixe Lunch: \$28.00

(Monday – Friday only)

Rosa Mexicano

61 Columbus Avenue at 62nd Street

212.977.7700

www.rosamexicano.com

Three Course Prix Fixe Lunch: \$24.07

Three Course Prix Fixe Dinner: \$35.00

Sapphire Indian Cuisine

1845 Broadway between 60th and 61st Streets

212.245.4444

www.sapphireny.com

Lunch Buffet: \$15.95

Shun Lee West

43 West 65th Street just east of Broadway

212.595.8895

www.shunleewest.com

Three Course Prix Fixe Lunch: \$24.08

Telepan

72 West 69th Street just east of Columbus Avenue

212.580.4300

www.telepan-ny.com

Three Course Prix Fixe Lunch: \$24.07

(Wednesday – Friday only)

Prix Fixe menus are valid from Thursday, February 9 through Thursday, February 16 and may not be combined with other specials; no substitutions; additional restrictions may apply. Some menus may not be available on Tuesday, February 14.

Lincoln Square “Crew Cuts” Participants:

Alan’s Market Place

27 Columbus Ave. at 60th St.
212.265.5886
No tax on all lunch meals

Blossom Du Jour

165 Amsterdam Ave. btw. 68th & 69th Sts.
212.799.9010
10% off all purchases

Bomboloni

187 Columbus Ave. btw. 68th & 69th Sts.
212.877.3080
10% off breakfast, lunch and dinner

Breadsoul Café

1886 Broadway btw. 62nd & 63rd Sts.
212.765.7309
10% off

Choco Bolo

2058 Broadway at 71st St.
212.799.2253
15% off entire order

The Flame Restaurant

893 9th Ave. at 58th St.
212.765.7962
10% off breakfast, lunch and dinner

Francesco’s Pizzeria & Restaurant

186 Columbus Ave. btw. 68th & 69th Sts.
212.721.0066
10% off; \$10 minimum order

Gourmet Garage

155 West 66th St. btw. Broadway and Amsterdam Ave.
212.595.5850
10% off all purchases

Indie Food & Wine

144 West 65th St. between Broadway and Amsterdam Ave. (inside Elinor Bunin Munroe Film Center)
212.875.5256
10% off breakfast, lunch & dinner

Jalapeño

185 Columbus Ave. btw. 68th & 69th Sts.
212.877.7800
10% off lunch and dinner

Jamba Juice

10 Columbus Circle (inside Whole Foods Market at Time Warner Center)

212.823.9600

10% off

Justino's Pizzeria

881 Tenth Ave. btw. 57th & 58th Sts.

212.582.1222

10% off (15% for orders over \$100)

Lansky's

235 Columbus Ave., btw. 70th & 71st Sts.

212.787.0400

10% off breakfast, lunch & dinner

Lincoln Café

1886 Broadway btw. 62nd & 63rd Sts.

212.245.7812

10% off

Melissa's Gourmet Deli

1875 Broadway btw. 61st & 62nd Sts.

212.265.9393

10% off; \$5 minimum order

Ocean Dragon

877 10th Ave. btw. 57th & 58th Sts.

212.245.7210; 212.245.7216

10% off

Old John's Luncheonette

148 West 67th St.

212.874.2700

10% off breakfast, lunch & dinner

Olympic Flame Diner

200 West 60th St., Amsterdam Ave.

212.581-5259

10% off breakfast, lunch and dinner

P.J. Clarke's at Lincoln Square

44 West 63rd St. at Columbus Ave.

212.957.9700

15% off all food

63 Bites (at the West Side YMCA)

5 West 63rd St. btw. Broadway & Central Park West

212.877.6363

15% off all homemade items, including soups and homemade desserts

Soutine Bakery

104 West 70th St. at Columbus Ave.

212.496.1450

1/2 price breakfast and 20% off cakes and pastries if ordered one day ahead

Tasti D Lite

1841 Broadway at 60th St.

212.247.7200

Buy One Get One Half off; \$5.00 minimum

'wichcraft

David Rubenstein Atrium – 61 West 62nd St. btw. Broadway & Columbus Ave. (entrances also on Broadway & Columbus Ave.)

212.780.0577

10% off any purchase

Crew Cuts offers are valid from Saturday, January 21 through Friday, February 24th and may not be combined with other specials; additional restrictions may apply.

Look for a special window cling to help identify participating restaurants.

For more information, please visit:

www.lincolnsquarebid.org/FashionWeek