

**FROM: LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT**

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**FOR IMMEDIATE RELEASE**



## **Lincoln Square Area Restaurants Cook up a Few More Treats for Mercedes-Benz Fashion Week, February 12-19**

**Take Advantage of Deals on Incredible Meals during The Lincoln Square Business Improvement District's Ultimate Fashionable Foodie Event – Fashion Plate Prix Fixe, Returning for its Final Season at 24 Renowned Restaurants on the Upper West Side**



**New York, NY— February 4, 2015— *Fashion Plate Prix Fixe and Lincoln Square Crew Cuts*, two delicious, bi-annual programs presented by the [Lincoln Square Business Improvement District \(BID\)](#), return for a final season during **Mercedes-Benz Fashion Week** in New York City, which runs Thursday, February 12<sup>th</sup> – Thursday, February 19<sup>th</sup>. The runways will be lit and the restaurants throughout the Upper West Side will be packed with locals, tourists, fashionistas and foodies all taking advantage of deals on delectable meals!**

These two programs showcase the diverse and thriving dining scene in the Lincoln Square area and offer Fashion Week attendees and all New Yorkers an opportunity to sample creative menus in a world-class New York City neighborhood at price points for everyone's budget.

Twenty-four of the Upper West Side's finest restaurants will participate this season, offering tasty **Fashion Plate Prix Fixe** specials and drinks; they are joined by fourteen of the area's quick, casual eateries participating in **Lincoln Square's Crew Cuts Program**. **Fashion Plate Prix Fixe** allows visitors and residents the opportunity to sit down and enjoy discounted creative menus. **Crew Cuts** offers Fashion Week crews speedy and affordable dining/take-out options near the event during this busy and exciting time. Discounts, such as 10% off breakfast, lunch and dinner, are being offered at fourteen eateries just for the crews from January 26, 2015 through Saturday, February 28, 2015.

New to the roster of renowned restaurants participating in **Fashion Plate Prix Fixe** are: the newly opened [Lincoln Center Kitchen](#) located inside Avery Fisher Hall, offering a \$47 three-course dinner and [Robert Restaurant](#), a modern American restaurant housed within the Museum of Arts and Design with an amazing view of Columbus Circle and Central Park, offering a three-course lunch for \$35 and a wine by the glass special: \$10.

"The **Fashion Plate Prix Fixe** and **Crew Cuts** programs have been a great success in celebrating Mercedes-Benz Fashion Week, showcasing the diverse culinary offerings of the Lincoln Square neighborhood and allowing visitors and locals to experience some of these well-known restaurants at price points for everyone's budget," said **Monica Blum**, Lincoln Square BID President. "Whether or not you have tickets to check out the runway shows, **Fashion Plate Prix Fixe** is a great way to dine at some of the city's best restaurants while experiencing the ambiance of Fashion Week in New York City."

**Fashion Plate Prix Fixe** is open to the public for breakfast, lunch, dinner and brunches during Mercedes-Benz Fashion Week. Twenty-four restaurants are offering outstanding menu options, for example: Upper West Side staple, Rosa Mexicano, Lincoln Center is featuring a \$25 Prix Fixe lunch special as well as a three-course dinner for only \$38; and The Smith is hosting a \$27 three-course lunch and complimentary sparkling morning punch with any breakfast entree. **For a complete list of participating restaurants, please see below. Exclusions may apply.**

This is the ninth bi-annual season over the last six years that the Lincoln Square BID has produced **Fashion Plate Prix Fixe** and Lincoln Square Crew Cuts. 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 - NYC's largest holiday festival, Summer Concert Series at Richard Tucker Park, Tourist Information Ambassador Program, among others. **Lincoln Square BID's neighborhood area runs from Columbus Circle to 70<sup>th</sup> Street between Amsterdam and Central Park West.**

#### **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.*

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**Lincoln Square “Fashion Plate Prix Fixe” Participants:**

**A VOCE COLUMBUS**

10 Columbus Circle  
Time Warner Center, 3rd Floor  
212.823.2523

[www.avocerestaurant.com](http://www.avocerestaurant.com)

Three Course Prix Fixe Lunch: \$33  
Three Course Prix Fixe Dinner: \$65  
(Excluding Valentine’s Day)

**AMERICAN TABLE CAFÉ & BAR**

(at Alice Tully Hall Lobby)  
1941 Broadway at 65th Street  
212.671.4200

[www.americantablecafeandbar.com](http://www.americantablecafeandbar.com)

Three Course Prix Fixe Dinner: \$32

**ASIATE AT MANDARIN ORIENTAL, NEW YORK**

80 Columbus Circle at 60<sup>th</sup> Street  
212.805.8881

[www.mandarinoriental.com/newyork](http://www.mandarinoriental.com/newyork)

Two Course Prix Fixe Lunch: \$42  
(Monday – Friday only)

**ATLANTIC GRILL LINCOLN CENTER**

49 West 64th Street between Broadway & Central Park West  
212.787.4663

[www.atlanticgrill.com](http://www.atlanticgrill.com)

Three Course Prix Fixe Lunch: \$27  
Three Course Prix Fixe Dinner: \$42  
(Excluding Valentine’s Day)

**BAR BOULUD**

1900 Broadway between 63rd & 64th Streets  
212.595.0303

[www.barboulud.com/nyc](http://www.barboulud.com/nyc)

Salade D'Endives Et Poulet with a choice of a Red or White Wine: \$23

**BOUCHON BAKERY**

10 Columbus Circle  
Time Warner Center, 3rd Floor  
212.823.9366

[www.bouchonbakery.com](http://www.bouchonbakery.com)

Daily Health Conscious & Creative Drink Specials

Valentine's Day Brunch (10:30am-2:00pm): Eggs Benedict (\$18) or French Toast (\$14)

**BOULUD SUD**

20 West 64th Street between Broadway & Central Park West

212.595.1313

[www.bouludsud.com](http://www.bouludsud.com)

Three Course Prix Fixe Lunch: \$25

(Monday–Friday only)

**CAFÉ FIORELLO**

1900 Broadway between 63rd & 64th Streets

212.595.5330

[www.cafefiorello.com](http://www.cafefiorello.com)

Two Course Prix Fixe Lunch: \$23.95

(Monday–Friday only)

**CAFÉ LUXEMBOURG**

200 West 70th Street between West End & Amsterdam Avenues

212.873.7411

[www.cafeluxembourg.com](http://www.cafeluxembourg.com)

Two or Three Item Breakfast: \$13 / \$15

Two or Three Course Prix Fixe Lunch: \$22 / \$28

(Monday – Friday only)

**ED'S CHOWDER HOUSE**

44 West 63rd Street (Empire Hotel) between Broadway & Columbus Avenue

212.956.1288

[www.chinagrillmgt.com](http://www.chinagrillmgt.com)

Three Course Prix Fixe Lunch & Sunday Brunch: \$25

Three Course Prix Fixe Dinner: \$44

(Excluding Valentine's Day)

**GABRIEL'S BAR & RESTAURANT**

11 West 60th Street between Broadway & Columbus Avenue

212.956.4600

[www.gabrielsbarandrest.com](http://www.gabrielsbarandrest.com)

Two Course Prix Fixe Lunch: \$25

Three Course Prix Fixe Dinner: \$35

Red Apple Martini: \$13

(Monday – Friday only)

**LA BOITE EN BOIS**

75 West 68th Street between Columbus Avenue & Central Park West

212.874.2705

[www.laboitenyc.com](http://www.laboitenyc.com)

Three Course Prix Fixe Lunch: \$18.50

(Excluding Valentine's Day)

**THE LEOPARD AT DES ARTISTES**

1 West 67th Street between Columbus Ave & Central Park West  
212.787.8767

[www.theleopardnyc.com](http://www.theleopardnyc.com)

Fashion Cocktails: \$14

Manhattan Contorto (Makers Mark, Sweet Vermouth, Angostura bitters, a kiss of Port)

The Proposal (Vodka, Organic Strawberry, St. Germain, Prosecco)

**LINCOLN CENTER KITCHEN**

(inside Avery Fisher Hall)

10 Lincoln Center Plaza

212.874.7000

[lincolncenterkitchen.com](http://lincolncenterkitchen.com)

Three Course Dinner: \$47

(Excluding Valentine's Day)

**LUCE RESTAURANT & ENOTECA**

2014 Broadway between 68th & 69th Streets

212.724.1400

[www.lucenyc.com](http://www.lucenyc.com)

Two Course Prix Fixe Lunch: \$19.95

Three Course Prix Fixe Dinner: \$34.95

(Excluding Valentine's Day; Dinner available Sunday through Thursday only)

**NANOOSH**

2012 Broadway between 68th & 69th Streets

212.362.7922

[www.nanoosh.com](http://www.nanoosh.com)

Small Soup, Entrée & Non-alcoholic Beverage or Dessert: \$15.95

(Dine-in only)

**NOUGATINE AT JEAN-GEORGES**

1 Central Park West at Trump International Hotel & Tower

212.299.3900

[www.jean-georgesrestaurant.com](http://www.jean-georgesrestaurant.com)

Three Course Prix Fixe Lunch: \$38

Five Course Prix Fixe Dinner: \$98

(Excluding Valentine's Day)

**PORTER HOUSE NEW YORK**

10 Columbus Circle

Time Warner Center, 4th Floor

212.823.9500

[www.porterhousenewyork.com](http://www.porterhousenewyork.com)

Three Course Park View Lunch: \$25

**ROBERT** (at the Museum of Arts & Design)

2 Columbus Circle

212.299.7730

[www.robertnyc.com](http://www.robertnyc.com)

Three Course Lunch Prix Fixe: \$35

Wine by the Glass Special: \$10

(Excluding Valentine's Day)

**ROSA MEXICANO LINCOLN CENTER**

61 Columbus Avenue at 62nd Street

212.977.7700

[www.rosamexicano.com](http://www.rosamexicano.com)

Three Course Prix Fixe Lunch: \$25

Three Course Prix Fixe Dinner: \$38

(Excluding Valentine's Day)

**SAPPHIRE INDIAN CUISINE**

1845 Broadway between 60th & 61st Streets

212.245.4444

[www.sapphireny.com](http://www.sapphireny.com)

Prix Fixe Lunch Buffet: \$16.95

**SHUN LEE WEST**

43 West 65th Street between Columbus Avenue & Central Park West

212.595.8895

[www.shunleewest.com](http://www.shunleewest.com)

Prix Fixe Lunch: \$25

**THE SMITH**

1900 Broadway between 63rd & 64th Streets

212.496.5700

[www.thesmithnyc.com](http://www.thesmithnyc.com)

Complimentary Sparkling Morning Punch with any Breakfast Entrée

Three Course Prix Fixe Lunch: \$27

(Monday–Friday only)

**'WICHCRAFT**

(at David Rubenstein Atrium)

61 West 62<sup>nd</sup> Street between Broadway & Columbus Avenue

212.780.0577

[www.wichcraft.com](http://www.wichcraft.com)

Free cream'wich with purchase of any sandwich or salad

### **“Lincoln Square Crew Cuts” Participants:**

The Lincoln Square Business Improvement District and area businesses welcome the crews of Mercedes-Benz Fashion Week with special offers. Offers are valid from Monday, January 26, 2015 through Saturday, February 28, 2015 and may not be combined with other specials; additional restrictions may apply. Present your official credential at the following eateries to take advantage of these great offers.

#### **Alan’s Market Place • No tax on lunch meals**

27 Columbus Ave. (at 60th St.)  
212.265.5886

#### **Blossom Du Jour • 10% off any purchase**

165 Amsterdam Ave. (67th & 68th St.)  
212.799.9010  
[www.blossomdujour.com](http://www.blossomdujour.com)

#### **Breadsoul Café • 10% off any purchase**

1886 Broadway (at 63rd St.)  
212.765.7309

#### **The Flame Restaurant • 10% off any purchase**

893 9th Ave. (at 58th St.)  
212.765.7962  
[www.theflamediner.com](http://www.theflamediner.com)

#### **Francesco’s Pizzeria • 10% off (\$5 minimum order)**

186 Columbus Ave. (68th & 69th St.)  
212.721.0066  
[www.francescospizzanyc.com](http://www.francescospizzanyc.com)

#### **Gabriel’s Café • 10% off any purchase**

1865 Broadway (at 61st St. in the ABS atrium)  
212.956.4600  
[www.gabrielsbarandrest.com](http://www.gabrielsbarandrest.com)

#### **Gourmet Garage • 10% off any purchase**

155 W. 66th St. (Broadway & Amsterdam Ave.)  
212.595.5850  
[www.gourmetgarage.com](http://www.gourmetgarage.com)

#### **Indie Food & Wine • 10% off (excludes alcohol)**

144 W. 65th St. (Broadway & Amsterdam Ave.  
inside the Elinor Bunin Munroe Film Center)  
212.875.5256  
[www.indiefoodandwine.com](http://www.indiefoodandwine.com)

**Lincoln Café • 10% off any purchase**

1886 Broadway (at 63rd St.)

212.765.7309

**Melissa's Gourmet Deli • 10% off (\$10 minimum purchase)**

1879 Broadway (61st & 62nd St.)

212.265.9393

**Old John's Luncheonette • 10% off any purchase**

148 W. 67th St. (Broadway & Amsterdam Ave.)

212.874.2700

[www.oldjohnsluncheonettenyc.com](http://www.oldjohnsluncheonettenyc.com)

**Olympic Flame Diner • 10% off any purchase**

200 W. 60th St. (at Amsterdam Ave.)

212.581.5259

[www.olympicflamediner.com](http://www.olympicflamediner.com)

**P.J. Clarke's, Lincoln Square • 10% off all food**

44 W. 63rd St. at Columbus Ave.

212.957.9700

[www.pjclarkes.com](http://www.pjclarkes.com)

**'wichcraft • 10% off any purchase**

David Rubenstein Atrium

Broadway (62nd & 63rd St.)

212.780.0577

[www.wichcraft.com](http://www.wichcraft.com)