

FROM: LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

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**FASHION & FOODIE FRENZY HITS UPPER WEST SIDE:
“FASHION PLATE PRIX FIXE” RETURNS TO LINCOLN SQUARE AREA
RESTAURANTS DURING MERCEDES-BENZ FASHION WEEK, FEBRUARY 6-13**

*28 Lincoln Square Area Restaurants Offer a Variety of Specials for the Public
And 17 Dine-in/Take-Out Establishments Provide Discounts for Event Crew*

New York, NY— January 23, 2014— Mercedes-Benz Fashion Week in New York City is making a fashionable return! The runways will be lit and the area's restaurants will be packed with locals, visitors and tourists taking advantage of the [Lincoln Square Business Improvement District's \(BID\)](#) highly-anticipated fashion week dining promotions: [Fashion Plate Prix Fixe](#) and [Lincoln Square Crew Cuts](#). Fashion Week in New York runs February 6-13 and 28 of the Upper West Side's most popular and renowned restaurants are hosting fashionably exceptional deals for everyone coming to the Lincoln Square neighborhood.

Trending this season, many of the restaurants participating in *Fashion Plate Prix Fixe* are including **cocktail specials** as part of their Prix Fixe menu offerings, such as Atlantic Grill Lincoln Center's Passion Fruit Cosmo and Cafe Luxembourg's "Sparkling Grapefruit": French grapefruit liqueur with fresh grapefruit juice and prosecco with breakfast, brunch and lunch. Crew members working fashion related events can also grab take-out offerings and meals from a wide range of affordable food establishments in the *Lincoln Square Crew Cuts* program.

“Fashion Plate Prix Fixe and *Crew Cuts* programs have been a great success for the past seven seasons and have become a favorite event among the local foodies in the Lincoln Square area and for the visiting fashionistas,” said Monica Blum, Lincoln Square BID President. “Everyone looks forward to great deals on incredible meals while celebrating and experiencing the ambiance of Mercedes-Benz Fashion Week in one of the city's most vibrant neighborhoods.”

Fashion Plate Prix Fixe is open to the public for breakfast, lunch, dinner and brunches during Mercedes-Benz Fashion Week. 28 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 a three-course dinner for only \$38; The Smith is hosting a \$27 three-course lunch and complimentary sparkling morning punch with any breakfast entree; and a special two-course, modern Italian lunch is being offered at Lincoln Ristorante for \$36. **For a complete list of participating restaurants, please see below.**

The Lincoln Square BID is also thrilled 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, is being offered at 17 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 from Friday, January 17, 2014 through Friday, February 21, 2014.

This is the fifth year and seventh season 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 70th 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
10 Columbus Circle
Time Warner Center, 3rd Floor
212.823.2523 / www.avocerestaurant.com
Three Course Prix Fixe Lunch: \$33

American Table Café & Bar (at Alice Tully Hall Lobby)
1941 Broadway at 65th Street
212.671.4200 / www.americantablecafeandbar.com
Three Course Prix Fixe Lunch & Dinner: \$30
Happy Hour, Monday - Friday, 4:00 - 6:00pm
Specialty Cocktails: \$8 - \$12

Andanada
141 West 69th Street between Broadway & Columbus Avenue
646.692.8762 / www.andanada141.com
Three Course Prix Fixe Dinner: \$38
Late Night Happy Hour

Arpeggio Food & Wine
Columbus Avenue at 64th Street (at Avery Fischer Hall)
212.875.0203 / www.arpeggiofoodandwine.com
Three Course Prix Fixe Dinner: \$47

Asiate at Mandarin Oriental, New York
80 Columbus Circle at 60th Street
212.805.8800 / www.mandarinoriental.com/newyork/fine-dining/
Three Course Prix Fixe Lunch: \$34
(Monday - Friday only)

Atlantic Grill Lincoln Center
49 West 64th Street between Broadway & Central Park West
212.787.4663 / www.atlanticgrill.com
Three Course Prix Fixe Lunch: \$25
Three Course Prix Fixe Dinner: \$38
Passion Fruit Cosmo: \$12
(Monday - Friday only)

Bar Boulud
1900 Broadway between 63rd & 64th Streets
212.595.0303 / www.barboulud.com/nyc
Three Course Prix Fixe Lunch: \$29
(Monday – Friday only)

Bouchon Bakery
10 Columbus Circle
Time Warner Center, 3rd Floor
212.823.9366 / www.bouchonbakery.com
Two Course Prix Fixe Lunch or Dinner: \$30.00
Three Course Prix Fixe Lunch or Dinner: \$36.00

Boulud Sud
20 West 64th Street between Broadway & Central Park West
212.595.1313 / www.bouludsud.com
Three Course Prix Fixe Lunch: \$29
(Monday – Friday only)

Café Fiorello
1900 Broadway between 63rd & 64th Streets
212.595.5330 / www.cafefiorello.com
Three Course Prix Fixe Lunch: \$27.95
(Monday – Friday only)

Café Luxembourg
200 West 70th Street between West End & Amsterdam Avenues
212.873.7411 / www.cafeluxembourg.com
Two or Three Item Breakfast : \$10 / \$14
Two or Three Course Prix Fixe Lunch: \$22 / \$28
Sparkling Grapefruit: \$10

Café Tallulah

240 Columbus Avenue at 71st Street

212.209.1055 / cafetallulah.com

Three Course Prix Fixe Lunch: \$19

Two Course Prix Fixe Dinner: \$25

Two Course Weekend Brunch: \$19

Happy Hour: 5:00pm – 7:00pm

Ed's Chowder House

44 West 63rd Street between Broadway & Columbus Avenue

212.956.1288 / www.chinagrillmgt.com

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

Three Course Prix Fixe Dinner: \$42

Gabriel's Bar & Restaurant

11 West 60th Street between Broadway & Columbus Avenue

212.956.4600 / www.gabrielsbarandrest.com

Three Course Prix Fixe Lunch: \$25

Jalapeño

185 Columbus Avenue between 68th & 69th Streets

212.877.7800 / www.jalapenonyc.com

Two Course Prix Fixe Lunch or Dinner: \$19.95

Three Course Prix Fixe Lunch or Dinner: \$21.95

La Boite en Bois

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

212.874.2705 / www.laboitenyc.com

Three Course Prix Fixe Lunch: \$27

The Leopard at des Artistes

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

212.787.8767 / www.theleopardnyc.com

Three Course Prix Fixe Dinner: \$38

Three Course Weekend Brunch: \$25

Italianissimi Aperitifs: \$14

Happy Hour

Lincoln Ristorante

142 West 65th Street between Broadway & Amsterdam Avenue

212.359.6500 / www.lincolnristorante.com

Two Course Prix Fixe Lunch: \$36.00

(Wednesday-Friday only)

Luce Restaurant & Enoteca

2014 Broadway between 68th & 69th Streets

212.724.1400 / www.lucenyc.com

Two Course Prix Fixe Lunch: \$19.95

(Monday-Friday only)

Nanoosh

2012 Broadway between 68th & 69th Streets
212.362.7922 / www.nanoosh.com
Three Course Prix Fixe Lunch or Dinner: \$15.95

Nick & Toni's Café

100 West 67th Street between Broadway & Columbus Avenue
212.496.4000 / www.nickandtoniscafe.com
Three Course Prix Fixe Dinner: \$40

Nougatine at Jean-Georges

1 Central Park West at Trump International Hotel & Tower
212.299.3900 / www.jean-georgesrestaurant.com
Three Course Prix Fixe Lunch: \$32

Porter House New York

10 Columbus Circle
Time Warner Center, 4th Floor
212.823.9500 / www.porterhousenewyork.com
Three Course Prix Fixe Lunch: \$25

Rosa Mexicano Lincoln Center

61 Columbus Avenue at 62nd Street
212.977.7700 / www.rosamexicano.com
Three Course Prix Fixe Lunch: \$25
Three Course Prix Fixe Dinner: \$38
(Excluding Saturday)

Sapphire Indian Cuisine

1845 Broadway between 60th & 61st Streets
212.245.4444 / www.sapphireny.com
Prix Fixe Lunch Buffet: \$15.95

Shun Lee West

43 West 65th Street between Columbus Avenue & Central Park West
212.595.8895 / www.shunleewest.com
Three Course Prix Fixe Lunch: \$25

The Smith

1900 Broadway between 63rd & 64th Streets
212.496.5700 / www.thesmithnyc.com
Complimentary Cocktail with any Breakfast Entree
Three Course Prix Fixe Lunch: \$27
(Monday–Friday only)

Wichcraft (at David Rubenstein Atrium)

61 West 62nd Street between Broadway & Columbus Avenue
212.780.0577 / www.wichcraft.com
Buy One Sandwich or Salad Entree, Get One Free (of equal or lesser value)

Visit www.lincolnsquarebid.org/fashionweek for more information. Make your reservations today!

“Lincoln Square Crew Cuts” Participants:

The Lincoln Square Business Improvement District and area businesses welcome the Mercedes-Benz Fashion Week crews with offers especially created for them. Offers are valid from Friday, January 17, 2014 through Friday, February 21, 2014 and may not be combined with other specials; additional restrictions may apply. Crew members can pick up a flyer behind the scenes or present their official credential to take advantage of these great offers at the following eateries:

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

Bomboloni • 10% off breakfast, lunch & dinner
187 Columbus Ave. (at 68th St.)
212.877.3080
www.bomboloni.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

Francesco’s Pizzeria • 10% off (\$5 minimum order)
186 Columbus Ave. (68th & 69th St.)
212.721.0066
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

Gourmet Garage • 10% off any purchase
155 W. 66th St. (Broadway & Amsterdam Ave.)
212.595.5850
www.gourmetgarage.com

Indie Food & Wine • 10% off (excludes alcohol)
144 W. 65th St. (Broadway & Amsterdam Ave.)
212.875.5256
www.indiefoodandwine.com

Jalapeño • 10% off lunch & dinner
185 Columbus Ave. (68th & 69th St.)
212.877.7800
www.jalapenonyc.com

Lincoln Café • 10% off any purchase
1886 Broadway (at 63rd St.)
212.245.7812

Melissa's Gourmet Deli • 10% off (\$5 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

Olympic Flame Diner • 10% off any purchase
200 W. 60th St. (at Amsterdam Ave.)
212.581.5259
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

Tasti D-Lite • \$1 off any cone or cup (one use per visit)
1841 Broadway (at 60th St.)
212.247.7200
www.tastidlite.com

'wichcraft • 10% off any purchase
David Rubenstein Atrium
Broadway (62nd & 63rd St.)
212.780.0577
www.wichcraftnyc.com