



NEWS RELEASE

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New. Better. Best.

FOR IMMEDIATE RELEASE

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Menifee Restaurant Week: January 24 to January 30 *City department rolls out New. Better. Best. theme of activities*

MENIFEE, CA—Amid the economy-threatening circumstances of the COVID-19 pandemic, the City of Menifee is rolling out its inaugural Restaurant Week Program of activities for the week of January 24 through January 30.



Hosted by the City of Menifee's Economic Development Department, the inaugural Restaurant Week amid regulations and restrictions on gatherings, is designed to encourage the exploration of the young and budding culinary landscape in Menifee, while also continuing to develop local unique dining options and supporting local dining and shopping in Menifee.

Now more than ever is the time to support local businesses and eateries who have been working hard to remain open while following State guidelines and social distancing protocols. The year's theme of Menifee's inaugural restaurant week is New. Better. Best., which will be playing a part in the events held throughout the week.

NEW: Introducing New Eateries to Menifee!

A virtual Meet and Greet will be held on Tuesday January 26 at 10:00 am, in partnership with the Small Business Development Center's (SBDC) Restaurant Program, where home-based culinary and artisan eateries (as well as established eateries) can learn tips and advice on growing their business into a brick-and-mortar storefront in Menifee. Participants will also learn more on the Menifee boomtown demographic and how Menifee's central location has one of the largest sales leakage for restaurants in the area to thrive unlike any other Southwest Riverside County location. The event is a way to build and attract NEW and growing local eaters in Menifee. Restaurant RSVP's are welcomed to eateries that are home-based, or existing brick and mortars in Menifee and surrounding communities.

BETTER: Assisting Existing Eateries in Menifee!

Individuals will also be able to win gift cards to local Menifee restaurants that are participating in this year's restaurant week, by shopping and sharing information on Menifee's official Facebook page, their favorite Menifee restaurant or eatery and why it's their favorite! The rewards programs is part of the City's "MeniFREEwards" program, where participants can earn \$10 for every \$30 in local gift cards that they spend in Menifee. Additionally, gift cards from a local



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Menifee restaurant will be raffled off daily during Restaurant Week. These promotions are geared toward assisting local eateries in doing “better” and partnering with the local community to assist existing Menifee restaurants.

BEST: Show us your BEST!

This category needs no explanation: Menifee restaurants and eateries have an opportunity to showcase their creative cuisine or mouthwatering “BEST Dish” during restaurant week. Eateries are encouraged to submit a favorite dish to be featured on the City’s Restaurant Week Page and social media platforms, including local business information. Restaurants can either submit a photo of their best dish, or the Economic Development team will take a photo for them once the featured dish is submitted. Submissions for “Best Dish” should be sent to EconDev@CityofMenifee.us by January 10.

No passes, tickets or coupons are required for this event. Instead, please visit MenifeeRestaurantWeek.com, MenifeeBusiness.com, Menifee’s social media platforms, or contact Menifee’s Economic Development Department at (951) 672-6777 for more information on Restaurant Week.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 97,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California’s premiere attractions and employment centers. Within its 50 square miles, Menifee’s business, retail and entertainment outlets are starting to shape the community’s character and this growing economic base is also contributing favorably to the city’s strong financial position. Menifee’s growing family-oriented population values the city’s ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city’s strategic vision to make Menifee one of the state’s most promising new cities.*