

Save and Savor
Carroll County Flavor
Carroll County Restaurant Week
August 21-28, 2011

By August, you'll be tired of grilling and have a craving to go out to eat in Carroll County's many fine restaurants. Carroll County's first-ever Restaurant Week will give you a great excuse to sample some of the County's mouth watering cuisine while getting a terrific deal—and no coupons are necessary. You have seen the ads for Baltimore, Howard and Frederick Counties each celebrating Restaurant Week twice a year during their slow season. Now it's Carroll County's turn thanks to the Carroll County Chamber of Commerce and the Carroll County's Department of Economic Development/Tourism Office, who are partnering to produce a week of delicious dining throughout Carroll County that is also easy on the wallet.

The idea took hold in February after an article in the Carroll County Times pointed out that each of the surrounding counties had a Restaurant Week while lamenting that Carroll County did not. Shortly after, Dante Liberatore (Liberatore's Eldersburg) and Ken Lurie (Bud's at Silver Run) approached the Chamber of Commerce and Economic Development to express their interest the creation of Restaurant Week in Carroll County. After some calls to other local restaurant owners, it became apparent that there were enough restaurants interested to move forward with this exciting new project.

"There are so many wonderful restaurants here, yet many people tend to gravitate to their same favorite places," says Mike McMullin, Carroll County Chamber of Commerce President. "Restaurant Week will give people the opportunity to discover many different local restaurants to try, as well as sparking our local economy during the slower season."

Can't wait to see what is in store during Restaurant Week? Check out CarrollCountyRestaurantWeek.com for participating restaurants, menus, pricing and reservations. Participating restaurants will have the option to provide either a 3-course prix fixe menu for lunch and/or dinner or create a special menu available only during Restaurant Week—showcasing the many talents of their chefs. Prices for 2011 will range from \$10.11 to \$35.11 and more than twenty restaurants are already participating. The cost for restaurants to participate is minimal and all fees collected, along with additional funds from the Carroll County Tourism Office, will be used to cover advertising and other promotional expenses that directly support Restaurant Week. The website has been generously sponsored by Chamber member, Mollie McCormick, of Bytes and Words.

"The Tourism Office is proud to help promote the numerous outstanding restaurants in Carroll County that serve everything from down-home cooking to four-star cuisine," says JoAnna Crone, Carroll County Tourism Manager. "Our goals for restaurant week are to encourage residents to travel around Carroll County and try something new as well as to entice visitors to experience our local fare."

Ken Lurie, co-partner of Bud's at Silver Run, says, "Our restaurant is thrilled to participate since Restaurant Week is geared toward the independent restaurateur and not to the chain restaurants, challenging their chefs to step outside of their norm, have some fun and create some outstanding dishes for the community."

Jim Breuer, owner of Maggie's Restaurant and a past Chairman of the Board of the Restaurant Association of Maryland, feels a restaurant week in Carroll County will be very positive for restaurants during August because this is a time of the year when sales slow down. Jim says, "Carroll County's Restaurant Week will help to generate more interest in going out to dinner during that week. This event is not only good for restaurants but for the economy of the local area, as well."

The Carroll Arts Center will be hosting sample tastings for the press only at the kick off event on August 15. Expect to see Restaurant Week advertising throughout Carroll County over the summer, including a Facebook page, so that residents and the business community know all about it and are eager with anticipation. A great deal and a great meal...make your reservations now!



*Story by
JoAnn Goldberger
Junior Achievement of Central MD
Chamber Public Relations Committee*