



Dining Review

Palm Desert Restaurants schedule 'week'

By Dale McKinney

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Let's Eat, a Palm Desert based special event promotion company, will present the first annual Palm Desert Restaurant Week next month.

Scheduled for the week of Oct. 27 through Nov. 2, the event will promote Palm Desert's and Indian Wells' culinary talent and wide range of exceptional dining establishments.

Building upon very successful restaurant week events in San Diego, Los Angeles, and, recently, Palm Springs, this week-long event will encourage local residents who may not have experienced many of the restaurants in Palm Desert and Indian Wells to enjoy a perfect opportunity to do so at a great value.

The event also will give visitors and the region's food aficionados a chance to try something new and enjoy the diverse array of food and wine choices available in town.

More than 35 restaurants in Palm Desert and Indian Wells will participate by creating special prix fixe menus priced at either \$28 or \$38 per person, depending on the restaurant (tax, beverage and gratuity not included). Some of the restaurants currently committed to participate include Ruth's Chris Steakhouse, Morton's, Tom-my Bahama's, Sullivan's, L.G.'s Prime Steakhouse, The Chop House, Castelli's, Le St. Germaine, Pacifica Seafood, Out-back Steakhouse, California Pizza Kit-chen, Cork Tree California Cuisine,; Desert Willow Clubhouse, Backstreet Bistro, Mama Livreri's, Fusion 111 and Tuscany Ristorante. More restaurants are expected to sign on.

“We are gearing this event to provide locals with an affordable opportunity to sample a wide range of restaurants in the area that they may or may not have tried in the past and, as a result, enhance the volume of business during shoulder season and in the midst of a tough economy,” said Tim Snyder, founder of Palm Desert Restaurant Week.



“We will donate \$1 of each entrée served during the week to the College of the Desert Culinary Arts Program, which we think serves the same purpose of bolstering the desert's restaurant industry.”

Top sponsors of this spectacular event include the City of Palm Desert and Firestarter Vodka.

No tickets or special passes will be required for people to participate in Palm Desert Restaurant Week. Patrons simply need to make reservations with participating restaurants and state that they plan to dine based on the special.

Reservations are strongly recommended to ensure seating during what will be a very busy time at the restaurants. There is no limit to the number of times patrons can utilize the special pricing during the designated week.

“The event will be a positive thing for the restaurants, but, more importantly, it will be good for guests because they will get a chance to enjoy some excellent food at great pricing,” says Lee Morcus, CEO of the Kaiser Restaurant Group, whose Chop House restaurant will participate. “For this kind of event, we will let the chefs get creative and have fun, so the guests will have a nice experience. If they enjoy themselves, it's likely they will come back and dine with us again.”

One of the goals of Palm Desert Restaurant Week is to help develop a long-term culinary legacy within the region through the College of the Desert's Culinary Arts Program. Since a portion of all food and beverage proceeds will go to C.O.D. to help establish and maintain the Culinary Arts program, it will be a good way to ensure that the great dining in the desert will continue.

The weeklong event will also include a Golf Tournament on Monday, Oct. 27, at Palm Desert Country Club.

For more information, go online to www.PalmDesertRestaurantWeek.net.