



Press Release

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**Tri-Valley, California Convention & Visitors Bureau launches
Taste of Tri-Valley Restaurant Week
January 21-29, 2012**

Program Part of Nearly 30 Cities Participating in Statewide California Restaurant Month

PLEASANTON, Calif.—December 7, 2011 — The Tri-Valley Convention & Visitors Bureau (CVB) <http://www.trivalleycvb.com/>, a sales and marketing organization dedicated to promoting a five-city region in San Francisco's East Bay, today announced that more than 20 businesses from Pleasanton, Livermore, Dublin, San Ramon and Danville will celebrate Taste of Tri-Valley Restaurant Week January 21-29, 2012.

"Taste of Tri-Valley Restaurant Week is an incredible opportunity to experience some of the best wine and food in the destination at a value they can't get at any other time of the year," said G. Grant Raeside, Tri-Valley CVB executive director. "January is also a great time to get hotel deals with our Winter Weekend Getaway, offering a \$50 Visa card for weekend stays. Visit and experience the diversity of what Tri-Valley offers, from wine tasting to shopping and so much more."

From upscale wine country restaurants to charming downtown cafés and innovative local favorites, visitors to Tri-Valley can explore the region's diverse culinary offerings without breaking the bank during Taste of Tri-Valley Restaurant Week. The eight-day celebration provides food lovers the opportunity to dine at Tri-Valley's vibrant and distinctive eateries for a fraction of the normal expense.

Participating restaurants in Tri-Valley will showcase their culinary styles and signature dishes with exclusive pre fixe lunches for \$15 and dinners for \$20 or \$30. Select participating restaurants include The Restaurant at Wente Vineyards, Eddie Papa's American Hangout, Nonni's Bistro, Blue Agave Club, Milano Joe's Cucina Italiana, Maria Maria, Underdog Wine Bar and Campo di Bocce. For more information on participating restaurants and menus, please visit: <http://www.trivalleycvb.com/tasteoftrivalley/>

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Taste of Tri-Valley Restaurant Week is part of California Restaurant Month, designated by Visit California. Upwards of 30 destinations across California, from the desert and coast to wine country and High Sierra, are hosting restaurant weeks and other value-driven food programming this January.

“Last year’s inaugural California Restaurant Month was a huge success, with 23 participating destinations and over 20 million media impressions. We’re thrilled to see the program grow to include even more destinations so we can continue to tell California’s amazing culinary story,” said Caroline Beteta, Visit California president & CEO.

“As the top U.S. destination for culinary travel and one of the leading agricultural producers in the country, there is such a vast array of culinary experiences to be found here. And what better time to visit than during this special program that treats visitors to offers they won’t see any other time of the year.”

Last year travelers in California spent \$23.1 billion on food and beverages, more than for any other spending segment and constituting 26 percent of all visitor spending last year (Source: Dean Runyan Associates), Beteta said. For more information about California Restaurant Month, visit www.visitcalifornia.com/restaurantmonth.

About the Tri-Valley, California Convention & Visitors Bureau

The Tri-Valley, California Convention & Visitors Bureau is the destination marketing organization for the cities of Pleasanton, Livermore, Dublin, San Ramon, Danville and the surrounding region. It markets Tri-Valley, California as a preferred destination for visitors, meetings, and events by promoting CVB member businesses and bringing overnight visitors to the region, to increase awareness of and measurable spending to Tri-Valley, California. For more information and for a free *Tri-Valley Visitors Guide*, please visit www.trivalleycvb.com.

About Visit California

Visit California is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. According to Visit California, travel and tourism expenditures total \$95.1 billion annually in California, support jobs for 873,000 Californians and generate \$6.1 billion in state and local tax revenues. For more information about Visit California and for a free *California Visitor’s Guide*, go to www.VisitCalifornia.com.

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