

FROM: LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT

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FOR IMMEDIATE RELEASE



**RENOWNED LINCOLN SQUARE RESTAURANTS REUNITE FOR
"FASHION PLATE PRIX FIXE" and "LINCOLN SQUARE CREW CUTS," THE UPPER
WEST SIDE'S ULTIMATE DINING EVENTS**

DURING MERCEDES-BENZ FASHION WEEK, SEPTEMBER 4-11

New York, NY— August 22, 2014—*Fashion Plate Prix Fixe* and *Crew Cuts*, two delicious, bi-annual programs presented by the [Lincoln Square Business Improvement District \(BID\)](#), return for the first installment of their eighth year during **Mercedes-Benz Fashion Week** in New York City, which runs from Thursday, September 4 – Thursday, September 11. These two programs showcase the interesting dining scene in the Lincoln Square area and offer Fashion Week attendees and all New Yorkers an opportunity to sample creative menus at a variety of restaurants in a world-class New York City neighborhood at price points for everyone's budget.

Twenty-five of the Upper West Side's finest restaurants will participate this season, offering delectable **Fashion Plate Prix Fixe** specials and drinks, and are joined by fourteen of the area's quick, casual eateries participating in the Crew Cuts Program. **Fashion Plate Prix Fixe** allows visitors and residents the opportunity to sit down and enjoy creative menus. Crew Cuts offers Fashion Week crews speedy and affordable dining/take-out options near the event during this busy and exciting time.

The newly reopened landmark New York City restaurant, [Tavern on the Green](#), is the latest addition to the list of **Fashion Plate Prix Fixe** participating restaurants. Their offerings include: a two course lunch prix fixe menu for \$24; a bar special including two specialty cocktails and an appetizer for \$28; and a two course brunch prix fixe menu with a specialty cocktail on Saturdays and Sundays for \$45.

Patrons can also enjoy a custom cocktail flight at the stylishly elegant **MObar**, or luxurious yet cozy **Lobby Lounge** both located within the iconic [Mandarin Oriental, New York](#) at Time Warner Center where you can view a stunning panorama of Central Park and the Manhattan skyline. Both lounges are offering samplings of exquisitely crafted cocktails as part of **Fashion Plate Prix Fixe**.

In addition, the intimate Italian restaurant [Nick & Toni's Café](#) allows Fashion Week diners to choose any item on its menu (with some restrictions) to create their own three course Prix Fixe experience.

“The **Fashion Plate Prix Fixe** and Crew Cuts programs have been a great success in celebrating Mercedes-Benz Fashion Week and supporting Lincoln Square’s vibrant and diverse restaurant community,” said **Monica Blum**, Lincoln Square BID President. “We look forward to welcoming the fashion community, media, and all New Yorkers to Lincoln Square to enjoy the unique experience of Fashion Week, and urge everyone to check out these fashionable promotions that all participating restaurants have to offer.”

Fashion Plate Prix Fixe is open to the public and offers patrons special menus for breakfast, lunch, dinner, and weekend brunches, and creative drink options during Mercedes-Benz Fashion Week at twenty-five of the neighborhood’s participating dining destinations. Crew Cuts offers discounts, such as 10% off breakfast, lunch and dinner, at fourteen eateries in the Lincoln Square area for Fashion Week crew members from August 16 through September 19.

This is the eighth bi-annual season over the last five years that 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 COLUMBUS
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 4–6pm
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

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: \$40

Drink Specials

(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

Three Course Prix Fixe Lunch or Dinner: \$36

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

Two Course Prix Fixe Lunch: \$27.50

(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: \$13/\$15

Two or Three Course Prix Fixe Lunch: \$22/\$28

Glass of Pere Ventura Cava: \$10

(Monday-Friday only; drink available from 8am-5pm)

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: \$38

House white or red wine by the glass: \$8

GABRIEL'S BAR & RESTAURANT

11 West 60th Street between Broadway & Columbus Avenue
212.956.4600

www.gabrielsbarandrest.com

Three Course Prix Fixe Lunch: \$25

Red Apple Martini: \$13

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

Fashion Drinks: Chandler Christy Martini - \$14, Fountain of Youth - \$19, The Muse - \$18

LINCOLN RISTORANTE

142 West 65th Street, between Broadway & Amsterdam Avenue
212.359.6500

www.lincolnristorante.com

Two Course Prix Fixe Lunch: \$36

(Wednesday-Friday)

Two Course Prix Fixe Weekend Brunch: \$36

LOBBY LOUNGE and MOBAR AT MANDARIN ORIENTAL NEW YORK

80 Columbus Circle at 60th Street

212.805.8800

www.mandarinoriental.com/newyork/fine-dining/

Special Tasting Flight: \$35

Bella Pesca: Champagne, St. Germain, Grapefruit & Lychee Juice, Chambord

Heavenly Hibiscus: Prosecco, Domaine De Canton, Hibiscus Syrup, Lime Juice

Neo Fresco: Facundo Neo Rum, Pear Nectar, Prosecco, Lemon Juice, Agave, Thyme

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

(Dine-in only)

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: \$38

Five Course Prix Fixe Dinner: \$88

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

Fashion Plate Cocktail

(Excluding Saturday)

SAPPHIRE INDIAN CUISINE

1845 Broadway between 60th & 61st Streets

212.245.4444

www.sapphireny.com

Prix Fixe Lunch Buffet: \$16.95

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 Sparkling Morning Punch with any Breakfast Entrée

Three Course Prix Fixe Lunch: \$27

(Monday–Friday only)

TAVERN ON THE GREEN

67th Street & Central Park West

212.877.8684

www.tavernonthegreen.com

Two Course Lunch Prix Fixe: \$24

(Monday-Friday only)

Bar Special - Two Specialty Cocktails & One Appetizer: \$28

(Available Daily from 11am-1pm)

Weekend Brunch Prix Fixe: \$45

“Lincoln Square Crew Cuts” Participants:

Alan’s Market Place • No tax on lunch meals

27 Columbus Ave. (at 60th St.)

212.265.5886

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

Lincoln Café • 10% off any purchase
1886 Broadway (at 63rd St.)
212.765.7309

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.wichcraft.com