

**PRESS RELEASE**

**DATE: February 19, 2020**

**TOP RESTAURANTS WANTED FOR FIRST NEW MILFORD RESTAURANT WEEK:  
APRIL 24 TO MAY 3, 2020**

**NEW MILFORD, CT:** Brilliant ideas often spring from major disappointments. The popular event “Taste of New Milford” ended a long run in 2019 when changes in staffing and the restaurant environment collided. People in the Litchfield Hills and Northern Fairfield County still love great restaurants and trying new menus, so what is a local foodie to do? Economic Development Director Karen Pollard and New Milford Chamber Executive Director Denise DelMastro wanted to maximize exposure for local independent restaurants and brainstormed over lunch (what else?). The best way to promote great local businesses and attract the foodie culture to New Milford? The answer - Restaurant Week is coming April 24 to May 3, 2020.

The two organizations are going to “host” the event, but for those who have experienced Restaurant Week in other communities – the local independent restaurants really make it special in their own restaurants. Restaurant owners and managers can get all of the deets about registration info at <http://newmilford-chamber.com> or [www.newmilford.org/business](http://www.newmilford.org/business).

Restaurants will develop a “prix-fixe” menu, usually three courses that they plan to feature during restaurant week at a set price. New Milford Restaurant Week has lunch prices set below \$19 and dinner below \$29 but the restaurant can choose a price point and menu options that make sense for them within the suggested parameters.

Co-owner of The Abbey, Frankie McCabe, is helping Karen and Denise with plans and organization. About the event, he says, “this is a wonderful opportunity to showcase The Abbey’s menu and our creativity with local ingredients.” Chamber Board Member Adele Conner with Nuvance Health/New Milford Hospital, and Economic Development Corporation Board Member Pat Hembrook from the New Milford Mayor’s Office are also supporting New Milford Restaurant Week. Each has volunteered to help with marketing, materials and communications to insure broad participation and a big impact in the restaurant community. Ms. Conner stated, “There are so many great places where I and my husband love to eat; I’m hoping they will participate in New Milford’s Restaurant Week. When I tell people we moved here two years ago, the first thing they say is that New Milford has fantastic restaurants. There are so many Mom, Pop and family-run places!”

The New Milford Economic Development Department has a small staff and big goals for promoting existing business as well as attracting new firms to the Town. New Milford Economic Development Director Karen Pollard is enthusiastic about New Milford Restaurant Week. “This community has an excellent array of delicious eateries. Hosting Restaurant Week is a way to celebrate New Milford local independent restaurants.” Chamber Executive Director Denise Del Mastro says that, “ the Chamber is here to help business grow and encourage independent business owners. This new event is completely in our wheelhouse. It is so exciting to partner with Economic Development and launch something new in the community.”

Interested restaurant owners and managers can register for New Milford Restaurant Week – April 24 to May 3, 2020 by downloading the application and info on the event from <https://newmilford-chamber.com/new-milford-restaurant-week/> and [www.newmilford.org/business](http://www.newmilford.org/business).