



# The Desert Sun

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SUNDAY, APRIL 12, 2009 SECTION D

## Business Plus

restaurant week

### This week to have 20 days



WADE BYARS THE DESERT SUN

Francisco Ruiz, chef at Rattlesnake at the Classic Club in Palm Desert, prepares a dish. Nearly 70 restaurants and hotels will be offering special menus during the 2009 Palm Springs Desert Resorts Restaurant Week.

Valleywide event aims to fire up our taste buds

BY MONICA TORLINE  
The Desert Sun

Nearly 70 restaurants and hotels have committed to offering special menus and deals during the 2009 Palm Springs Desert Resorts Restaurant Week.

To call it a restaurant week is a misnomer: The 20-day event will feature restaurants in the west valley May 31 through June 9 and east valley establishments June 10-19.

More than 100 restaurants are expected to take part in the inaugural event. Participating venues will offer a three-course, prix fixe menu ranging from \$24 to \$36, giving diners an opportunity to try some of the Coachella Valley's upscale restaurants at a lower price point than normal.

"I like the group effort of restaurant week," said Christine Fahey, sales and catering manager at Rattlesnake.

The restaurant seated new guests when it took part in Palm Desert Restaurant Week in 2008, she said. With so many diverse restaurants participating in this summer's event, Fahey said the

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#### About Restaurant Week 2009

Restaurants and hotels across the Coachella Valley are teaming up to present the Palm Springs Desert Resorts Restaurant Week 2009 this summer.

Organizers are dividing the valley into two — western cities and eastern cities — to reduce competition and encourage local residents to try something outside of their neighborhood. The following 10-day runs will take place in the following cities:

■ May 31-June 9: Cathedral City, Desert Hot Springs, Palm Springs and Rancho Mirage.

■ June 10-19: Indian Wells, Indio, La Quinta and Palm Desert.

Information:  
[www.PalmSpringsRestaurantWeek.com](http://www.PalmSpringsRestaurantWeek.com)

See a list of more than 50 participating restaurants during the event at [mydesert.com](http://mydesert.com)

## RESTAURANT WEEK: Feast for the valley

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whole restaurant industry stands to benefit from a shared effort.

Lisa Herman, event publicist, said many of the businesses signing up look forward to a boost in business during a typically slow time in the desert.

"Business is slow in May and June," she said. "For consumers, we want them to go out and try new restaurants without breaking the bank."

Unlike previous weeklong dining events

in the desert, hotels will join in this summer's event, too.

"It's a win-win situation," said Aftab Dada, general manager for the Hilton Palm Springs, referring to opportunities for summer business for restaurants and hotels and savings for tourists.

The Hilton will offer the best available rate during that time, he said. Dada doubts local residents will take advantage of that. Rather, he hopes it can help lure tourists from Los Angeles, Orange County, San Diego and Riverside.

Jake Cohen plans to bill his 10-room Rendezvous Bed and Breakfast in Palm Springs as the "true foodie experience for Restaurant Week." The boutique hotel includes a gourmet breakfast and evening cocktails and appetizers in its price.

"I think it's a great opportunity for the community to be able to sample the great restaurants we have, and I think it's a great opportunity to bring tourists in," he said.

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