



BELFAST RESTAURANT WEEK

6-13 OCTOBER 2012



DEBRIEF AND PLANNING FOR 2013
Wednesday 6 February 2013





Participation 2012

- 82 Restaurants across the city
 - Signature menus and offers
- 30 Showcase events including
 - masterclasses
 - competitions
 - banquets and dining experiences
- “Battle of the chefs” final – entries due 26 September 2012
 - *6 October from 11.30, St George’s Market*
- Afternoon tea with Charles Campion
 - *8 October 2012, 3pm to 5.30pm, City Hall*
 - *Chef Supplier networking*





BELFAST RESTAURANT WEEK GUIDE

6-13 OCTOBER 2012



Find out about special offers, signature menus and culinary events.



www.gotobelfast.com/belfastrestaurantweek

3 BELFAST RESTAURANT WEEK



ACADEMY RESTAURANT

The training college provides student culinary expertise and offers excellent service from the York Street Campus in Belfast. The glass wall view overlooking St Anne's Service within the restaurant combines traditional skills of silver service, open for lunch Monday to Friday and Thursday evenings.

Cuisine: Modern
Style: Training school

OFFER Lunch: £5 for 2 courses
Dinner: £15 for 3 courses

University of Ulster, York Street

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Saturday 6 October

Battle of the Chefs
St George's Market
Time: 11.30am

Price: Free event
Under the watchful eye of local broadcaster, Pamela Ballentine, three local chefs will be selected to take part in a cook-off, preparing a family meal from quality, locally sourced produce to be named Family Dining Champion. Supported by NITB and the Northern Ireland Regional Food Programme. **028 9043 5704**

Cup Cake Making with the Kiddies
James Street South Cookery School
Time: 3pm-5pm

Price: £20 per person
Age: 4 years old+
The James Street South chefs will host a two hour cup cake making class where you get the chance to make, decorate and take a selection home. **028 9043 4310**



BELFAST RESTAURANT WEEK 37

Belfast Restaurant Week is a time to celebrate great local food in some fabulous restaurants. As well as many signature menus being launched during the week, there are also many tasty events to enjoy and be part of. So get your diary out, invite friends, colleagues and family and relish some unique and fun events throughout the week. Booking early is recommended for most events.

Book Reading with AGR Moore
Ryan's Bar and Restaurant
Time: 1.30pm

Price: £12.95 per adult for 2 courses and a glass of wine, £6.95 for lunch.
Age: 7-12 years
Belfast born author AGR Moore will read from his beautifully illustrated book 'The Unseen Chronicles of Amelia Black' and involve all children in a story writing and arts session. Don't forget to bring your kindle so you can download the book there and then. **028 9050 9850**

Lisburn Road Celebrates BRW!
Meeting point at Drumglass Park
Time: 12noon to 5pm

Price: Free events various activities
The Lisburn Road is hosting a free event suitable for all the family in association with Belfast Restaurant Week. Everyone is invited to enjoy free live entertainment, special promotions and also a wide range of taster menus and treats to please both connoisseurs and those in need of retail therapy. **028 9075 3011**

Monday 8 October

Shu presents: 50 shades of wine by CJ Robb

Shu Restaurant
Time: 7.30pm

Price: £50 per person
Readers of Fifty Shades of Grey will not fail to notice the number of wines mentioned in the book. If you have not read the story, you will still definitely enjoy the evening, comparing the contrasting styles of the specially selected wines being unleashed by Charles Robb of Robb Bros Wine Merchants. Brian McCann, Head Chef at Shu, has created a menu of perfect balance to emphasise the contrasts between the two very different wine styles Charles is showcasing with each course. The evening has all the ingredients to be a sell-out. **028 9038 1655**

Afternoon Tea with Charles Campion and Peter Hannan

Belfast City Hall
Time: 3pm-4.30pm

Belfast welcomes seasoned chef and professional food critic Charles Campion. Charles has written for food columns in The Independent, The Evening Standard and has appeared on Celebrity Masterchef, BBC's The One Show and Britain's Best Dish. Charles will be introduced by award winning producer Peter Hannan and will entertain, inform and inspire. Event by invitation only, contact Food NI. **028 9024 9449**



- 15,000 booklets distributed
- 40,000 flyers handed out
- Autumn Fair
- Taste NI
- Hillsborough Oyster Festival
- Culture Night
- World Ploughing Championships



PR and Marketing

From 17 September

- 12 Citywide Billboards in strategic locations for four weeks
- 53 A3 Posters at key Restaurant sites
- City dressing – 13 sites across Belfast
- 20 Bus Shelter ads
- U105 Radio – 53 slots at 30 seconds
- Citybeat Radio – 56 spots at 30 seconds
- All four editions of Community Telegaph
- 27 October – Daily Mirror
- October edition of Go Magazine
- Ulster Life publication
- Online promotion and social networking





Goto Belfast

The Official Visitor Site for Belfast

Search site

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- Welcome To Belfast



- ### What's On
- #### Events
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 - Pubs & Clubs
 - Seasonal Events
 - Sport
 - Sunday In The City
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 - Tours
 - Workshops & Lectures
 - Festivals

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Belfast Restaurant Week 2012

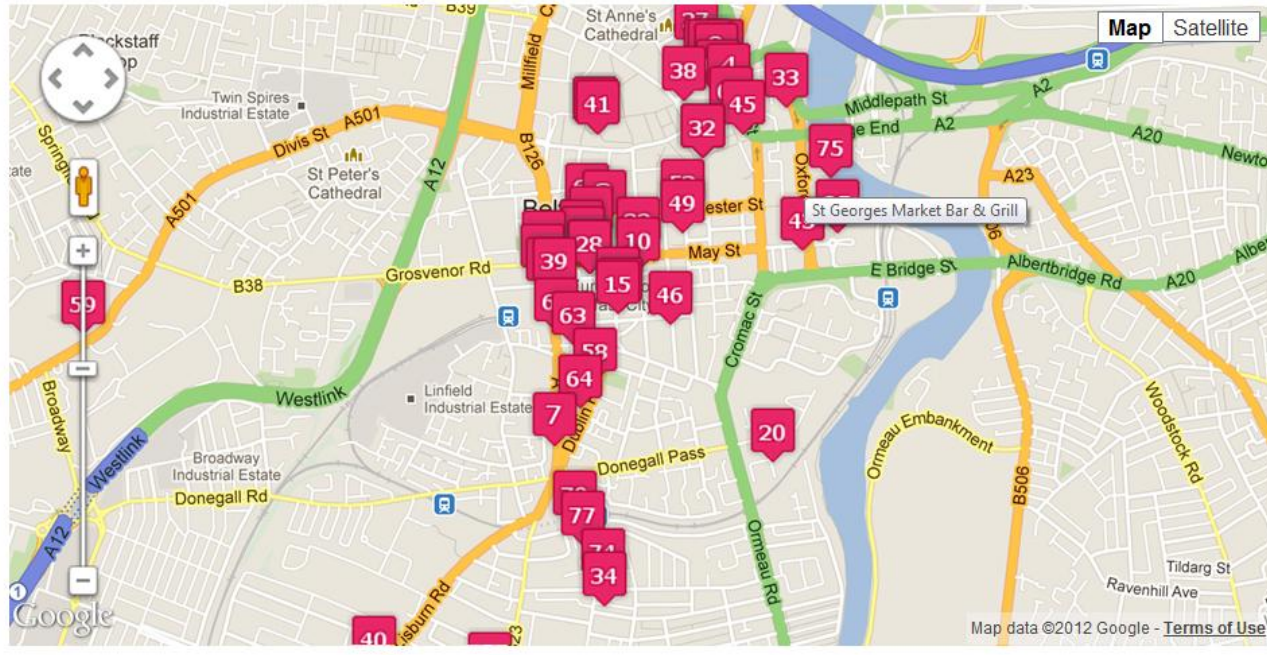
Food / Eating Out / Seafood / Restaurant /

Offers

Events

Refine by Type Location/Area Price Facilities

- ALL
- Restaurant (51)
- Eating Out (77)
- Pubs and Clubs (17)
- Cafe and Coffee Shop (7)
- Sandwich Bar/Deli (1)



- Workshops & Lectures
- Seasonal Events
- Outdoors

Search

Most Viewed

Titanic Belfast

Top Attractions

Odyssey Arena

Serving up some of the best food and drink in NI

talking to publicans from CONTINUED ON PAGE 2

BELFAST GEARS UP FOR FIRST EVER RESTAURANT WEEK

Preparations are underway for

available in the Festival Marquee. The Bushmills Salmon & Whiskey Festival, the first of its kind, takes place on September 22 in the famous

Chefs aim to get creative in the kitchen for Restaurant Week



OUT AND ABOUT

with The CHAIRMAN

An Olympian in all things culinary, our man on the social scene was also able to indulge a keen interest in Threadneedle Street

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FOOD is a subject very close to *The Chairman's* heart. Whether eating it, talking about it or watching *Mrs Chairman* prepare it, there isn't a day that goes by during which some of Northern Ireland's finest tucker doesn't feature. So you can imagine the excitement at news of the UK Great Taste Awards,



Chefs prep for Belfast Restaurant Week

Posted on Wednesday 29 August 2012 by Editor



Countdown to Restaurant Week

THE CLOCK IS ticking towards Belfast's first ever Restaurant Week, in which local eateries will showcase what they have to offer eager customers.

unique offers."

Local Councillor Christopher Stalford, who chairs Belfast City Council's Development Committee, added: "Belfast Restaurant

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Read Business Monthly

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Read Business Monthly

COMPANIES

