

LONG ISLAND BUSINESS NEWS

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Courtesy of Bayberry

Long Island Restaurant Week begins Sunday

Adina Genn // October 24, 2024 // 2



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Long Island Restaurant Week begins Sunday, and extends through Nov. 3. The event, which takes place three times a year, offers restaurant-goers more than 200 restaurants from which to choose.

Participating restaurants must offer a three-course prix fixe option – ranging from \$29 to \$46 – from Sunday to Sunday, except for Saturday, when certain restaurants will offer prix fixe only until 7 p.m. Restaurants offering the \$24 two-course lunch prix fixe must offer it every day they are open that week during lunch hours.

“Long Island Restaurant Week is a great opportunity to bring new customers in and convert them to returning customers,” Ashley Lynch of Long Island Restaurant Week told LIBN.

“This is our most successful Restaurant Week since COVID, with over 200 restaurants participating across Long Island,” Lynch added. “A majority of these restaurants have been participating since the start of the promotion but happy to welcome a bunch of new restaurants this year, which is always exciting to see.”

Restaurants are participating throughout Nassau and Suffolk counties, and offers the opportunity to showcase new offerings.

Islip-based Bayberry, which is debuting a new fall menu, for example, is participating in Restaurant Week with a two-course lunch prix fixe menu for \$24 and a \$46 three-course prix fixe menu for dinner, plus tax and gratuity.



And in Glen Cove, Oak & Vine is participating in Restaurant Week for the first time, also offering a \$24 two-course lunch prix fixe menu and a \$46 three-course prix fixe menu for dinner, plus tax and gratuity. In addition, the restaurant features a comedy night on Tuesdays. For Halloween, it is getting festive, with specialty cocktails and a costume contest.

Each Long Island Restaurant Week brings in more than \$4 million to Long Island restaurants, organizers say. For some restaurants, the promotion has garnered an increase in sales and reservations by as much as 200%.

For the three-course prix fixe, participating restaurants must include at least three choices for each course, while the two-course lunch prix fixe must include at least three choice for each course. Restaurants that want to offer additional, higher-priced items to their prix fixe menu can add a supplemental charge, so long as there are still at least three non-supplemented choices on the menu. Restaurants can also offer their existing menu.

The campaign is presented by Long Island Restaurant & Hospitality Group – the business-to-consumer promotions division of **WordHampton Public Relations**.