

FOR IMMEDIATE RELEASE

March 19, 2010

Contact: Kristine Nickel, (941) 928-5572, E-mail: Kristine@kristinenickel.com

- or -

Erin M. Duggan, (941) 955-0991, ext. 108

E-mail: eduggan@sarasotafl.org

**SAVOR SARASOTA CELEBRATES 5TH ANNIVERSARY
NEW FLAVORS OF SARASOTA UNVEILED JUNE 1-14**

SARASOTA, Fla. – The Sarasota Convention and Visitor's Bureau (SCVB) announces the fifth annual "Savor Sarasota," this year scheduled for June 1-14. During Savor Sarasota, participating restaurants create unique multi-course menus offered at the fixed price of \$15 for lunch and \$25 for dinner. Customers have the opportunity to sample the new food and wine flavors of Sarasota from a wide range of over 30 restaurants – many award-winning – at these special prices that are unavailable any other time of the year.

"Savor Sarasota has been incredibly successful over the past five years," said Virginia Haley, president of the SCVB. "Residents and visitors alike enjoy outstanding values and it showcases the culinary scene in Sarasota County, which continues to be one of the most creative and highly recognized in the state." Sarasota has one of the highest concentrations of Zagat-rated restaurants in Florida. For a complete list of participating restaurants, upcoming events and accommodation packages, please visit www.savorsarasota.org.

Fifth Anniversary Celebration: "You vs. Food" Restaurant Critic Contest

In appreciation of the consumers who have made Savor Sarasota one of the most successful restaurant weeks in the country, the SCVB is sponsoring a "You vs. Food" restaurant critic contest. "The 'You vs. Food' contest takes the Zagat Review formula of consumers writing the restaurant reviews to a new and different level," says Haley. "We think this is the perfect way to encourage consumers to get in on the action and communicate to us their Savor Sarasota experiences."

"You vs. Food" is an opportunity for a consumer to become a vetted and published restaurant critic by visiting one of the Savor Sarasota restaurants, writing a critique and submitting it to the contest. The critiques will be judged by a panel of national and local restaurant critics. The winner will enjoy a complimentary three-day, two-night getaway for two at one of Sarasota County's premier beachfront resorts, The Colony Beach and Tennis Club, and dine at several of the Savor Sarasota restaurants, plus the winning critique will be published on the Savor Sarasota website.

About Sarasota

Sarasota and her string of eight islands are located along Southwest Florida's Gulf Coast between Tampa and Ft. Myers. Sarasota and Her Islands is comprised of Sarasota, Longboat Key, Lido Key, St. Armands Key, Manasota Key, Siesta Key, Casey Key, Englewood, Nokomis, North Port, Osprey and Venice. In addition to sandy beaches, Sarasota and Her Islands also offer numerous cultural and ecological attractions and fabulous food. To find out more on savoring Sarasota, please call 800 522-9799 or visit www.sarasotafl.org.

