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FOR IMMEDIATE RELEASE

**SAVOR SARASOTA FIFTH ANNIVERSARY CELEBRATION:
"YOU VS. FOOD" RESTAURANT CRITIC CONTEST
Five-Star Panel of Restaurant Critics to Judge**

SARASOTA, Fla . . . Ever longed to put taste into thought into words, the process a restaurant critic uses in communicating the sensory perceptions received during a dining experience? Savor Sarasota offers consumers the opportunity and the reward during its restaurant week(s), June 1-14. The "You vs. Food" restaurant critic contest takes the popular Zagat review formula of consumers penning reviews to a new and different level.

"This is an ingenious way to encourage consumers to get in on the action and communicate their Savor Sarasota experiences to us," says Virginia Haley, president of the Sarasota Convention and Visitor's Bureau. Excerpts from entries will be published on the Savor Sarasota website and the winning entry will be posted in its entirety.

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.

Critics: Meet the Critics

The "You vs Food" contest will be judged by a panel of restaurant critics whose experience covers the national and local scene, including John Bancroft, food and wine editor of Sarasota Magazine; Judi Gallagher, culinary director of WWSB TV7; Kristine Nickel, former Zagat Restaurant Guide editor and Chicago Tribune food and wine columnist; and Brian Ries, food and wine editor of Creative Loafing. "We could not ask for a more outstanding panel of judges," added Haley. "Not only do they know the local food scene, their restaurant reporting experience is ideal for spotting and calling out new talent."

For more information visit www.savorsarasota.com.

About Savor Sarasota

The 5th Annual Savor Sarasota is 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 special prices unavailable other times of the year.

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.

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