



MONDAY, JULY 18 – SUNDAY, JULY 31, 2016  
**RESTAURANT WEEK**

PRESENTED BY:  
*Los Angeles*  
TOURISM & CONVENTION BOARD

**MENU**  
 SUBMISSION PROCESS

**STEP 1** Create a dineL.A. Restaurant Week menu that reflects a 20% value. Refer to chart below.

LUNCH	dineL.A. MENU	REGULAR MENU	DINNER	dineL.A. MENU	REGULAR MENU
	PRICE POINTS	PRICE POINTS		PRICE POINTS	PRICE POINTS
	\$15	\$18-23		\$29	\$35-46
	\$20	\$24-29		\$39	\$47-58
	\$25	\$30+		\$49	\$59+

**STEP 2** Check to see that your menu meets all the requirements (page 3).

**STEP 3** Submit your menu at [dineLA.com/menu](http://dineLA.com/menu) to be reviewed by the dineL.A. Compliance Officer.  
**DUE DATE: TUESDAY, JUNE 7<sup>TH</sup>**

ONCE YOUR MENU IS APPROVED, YOU WILL RECEIVE AN "APPROVED MENU" NOTIFICATION VIA EMAIL.

HOW TO DETERMINE YOUR  
**dineL.A. MENU PRICE POINT**

Please use the provided **dineL.A. Menu Calculator** to determine your dineL.A. menu price point.

**EXAMPLE:**

**\$29 DINNER**

**FIRST**

*A CHOICE OF:*

Roasted Heirloom Beets  
Sicilian Meatballs  
Tuna Crudo

**SECOND**

*A CHOICE OF:*

Steak Frites  
Sea Bass & Clams  
Eggplant Parmesan

**THIRD**

*A CHOICE OF:*

Seven Layer Chocolate Cake  
Dulce de Leche Beignets  
Coffee Ice Cream Pie

**\$29 PER PERSON, NOT INCLUDING TAX AND GRATUITY**

***MENU AVAILABLE MON-SUN, 11AM-3PM***

CALCULATE AVERAGE OF  
1<sup>ST</sup> COURSE OPTIONS



CALCULATE AVERAGE OF  
2<sup>ND</sup> COURSE OPTIONS



CALCULATE AVERAGE OF  
3<sup>RD</sup> COURSE OPTIONS



REGULAR MENU  
PRICE POINT  
(\$35-46)



CALCULATOR WILL  
DETERMINE dineL.A.  
MENU PRICE POINT:  
**\$29**

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## MENU GUIDELINES

DURING EVENT

1. The approved menu must be the same menu presented to diners over the restaurant's regular business hours during the event (July 18-31, 2016).
2. The dineL.A. menu must be presented to every diner during the event. Restaurant staff should not discourage diners from ordering the dineL.A. menu.
3. Not everyone at the table should be required to order the dineL.A. menu.

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## dineL.A. MENU

REQUIREMENTS CHECKLIST

- Menu reflects a **20% value**.
- Menu includes **dineL.A. menu price point**.
- Menu includes the **days and hours** during which the dineL.A. menu will be available. (*e.g., Mon-Sun, 11AM-3PM*)
- Menu fits on **one page**.
- Menu is in **JPG, PNG, or PDF** format.



MONDAY, JULY 18 – SUNDAY, JULY 31, 2016

# RESTAURANT WEEK

SAMPLE MENU

A

YOUR RESTAURANT  
OR LOGO

## **\$20 LUNCH**

*A CHOICE OF 2 ITEMS*

CELERY ROOT AND APPLE SOUP  
BACON CONFIT, ROASTED APPLES AND WILD MUSHROOM

KONA KANPACHI SASHIMI  
CRISPY RICE CRACKERS, PICKLES AND HEIRLOOM BEETS

ROASTED KUROBUTA PORK LOIN AND BRAISED BELLY  
ORANGE GASTRIQUE, ROASTED BRUSSEL SPROUTS

PAN-SAUTEED MAINE DIVER SCALLOPS  
CONFIT FINGERLING POTATOES, HAZELNUT BROWN BUTTER

MOLTEN CHOCOLATE CAKE  
HAZELNUT ICE CREAM, CARAMEL AND CHOCOLATE SAUCE

GINGER LYCHEE MOJITO  
BACARDI RUM, FRESH MINT, LYCHEE AND GINGER

**\$20 PER PERSON, NOT INCLUDING TAX AND GRATUITY**

***MENU AVAILABLE MON-SUN, 11AM-3PM***



MONDAY, JULY 18 – SUNDAY, JULY 31, 2016

**RESTAURANT WEEK**YOUR RESTAURANT  
OR LOGO**\$49 DINNER**COMPLIMENTARY  
GLASS OF RED OR WHITE WINESTARTER  
A CHOICE OFCELERY ROOT AND APPLE SOUP  
BACON CONFIT, ROASTED APPLES AND WILD MUSHROOMKONA KANPACHI SASHIMI  
CRISPY RICE CRACKERS, PICKLES AND HEIRLOOM BEETSMAIN  
A CHOICE OFROASTED KUROBUTA PORK LOIN AND BRAISED BELLY  
ORANGE GASTRIQUE, ROASTED BRUSSEL SPROUTSPAN-SAUTEED MAINE DIVER SCALLOPS  
CONFIT FINGERLING POTATOES, HAZELNUT BROWN BUTTERDESSERT  
A CHOICE OFMOLTEN CHOCOLATE CAKE  
HAZELNUT ICE CREAM, CARAMEL AND CHOCOLATE SAUCEGINGER LYCHEE MOJITO  
BACARDI RUM, FRESH MINT, LYCHEE AND GINGER**\$49 PER PERSON, NOT INCLUDING TAX AND GRATUITY*****MENU AVAILABLE EVERY DAY, 5PM-10PM***