



FOR IMMEDIATE RELEASE
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MICHIGAN RESTAURANT ASSOCIATION MEMBERS OFFER SPECIALS FOR VALENTINE'S DAY DINING

Restaurant Gift Cards Preferred by One-Third of Americans as a Present

LANSING, MI – Valentine's Day is right around the corner, and Michigan Restaurant Association members throughout Michigan are preparing for the second most popular holiday for dining out (after Mother's Day). According to research by the National Restaurant Association (NRA), one-quarter of all Americans will dine out this February 14.

Some examples of restaurant specials for Valentine's Day are:

Bistro 555 in Detroit offers a four course meal for two for \$70. Pick an appetizer to share, soup or salad, your choice of special entrée, and dessert. For more information, call 313-223-2999 ext. 3100.

Maggiano's in Troy has a three course "That's Amore Meal for Two" menu which includes two glasses of wine (valid between February 10-16, 2014). For more information, call 248-205-1060.

Butch's Dry Dock in Holland offers a four course tasting menu which includes oysters, duck, pasta, salmon, chocolate mousse, and more – for \$55 per person. Call 616-396-8227 for more information.

Vinology in Ann Arbor features a special Valentine's Day menu with roasted venison, shrimp and lobster boudin, white chocolate mousse with hibiscus-strawberry coulis, and more. Call 734-222-9841 for details.

When it comes to Valentine's Day gifts, the NRA research also shows that one-third of American adults would like to receive a restaurant gift card. Given a list of six Valentine's Day gift options and asked which one they would most like to receive as a Valentine's Day gift, 31 percent of adults favored restaurant gift cards, followed by jewelry, clothing/apparel, flowers, chocolate, and perfume/cologne.

Factors involved in choosing where to dine out for Valentine's Day, include: their favorite, or their companion's favorite, restaurant (42 percent); romantic atmosphere (21 percent); and special menus or promotions (13 percent).

ATTACHED: Valentine's Day Info Graphic

The Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents nearly 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing almost 400,000 people and creating more than \$13.4 billion in annual sales.

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