

17 E. Taylor St., Champaign, IL 61820 | 217.351.4133 experiencecu.org

Media Contact: Terri Reifsteck: (217) 351-4133 or terrir@experiencecu.org

FOR IMMEDIATE RELEASE January 21, 2025

Champaign-Urbana Area Restaurant Week Returns for Ninth Year with Record Participation

Champaign, IL – The 9th Annual Champaign-Urbana Area Restaurant Week, presented by Experience Champaign-Urbana, returns with a record number of participants. The nine-day celebration of our award-winning culinary scene, held January 24–February 1, 2025, includes options for breakfast, lunch, dinner, and dessert at 63 locations across 59 local restaurants.

The event encourages residents and visitors to discover new restaurants, flavors, and dishes during the week. Over the past eight years, the event has continued to grow from the initial 17 restaurants in 2017 to 59 in 2024.

"I'm overjoyed with the excitement for this year's event from our local restaurants," states Terri Reifsteck, Vice President of Destination Branding & Development from Experience Champaign-Urbana. "Our restaurants see the value in highlighting their cuisine during this nine-day event as it significantly increases foot traffic during a typically slow time of year."

Menus for participating restaurants are available at curestaurantweek.org. "Regardless of your tastes, there is a menu for everyone, from a variety of international flavors, farm-to-table, pizza, BBQ, vegetarian dishes, and so much more," explains Reifsteck. "Whether you want a meal with your young family or you're planning a date night, we have something for every price point and every palate. We're also excited to feature restaurants outside of Champaign-Urbana including Savoy, Mahomet, St. Joseph, Rantoul, Monticello, Tuscola, and Paxton."

Diners can also participate in an Instagram contest, sharing their pictures and experiences with #CURestaurantWeek for a chance to win a \$100 gift card to their participating restaurant of choice.

Restaurant Week provides a much-needed boost to our local restaurants during the winter months, with tens of thousands of website views during January, including a surge at the start of the event. Diners are strongly encouraged to make reservations where available or dine at off-peak hours. "This week draws a lot of diners, so one tip is to make reservations where available on the two weekends or dine during off-peak hours," says Reifsteck.

Participating restaurants include: 83 Vietnamese Cuisine, A Taste of Both Worlds, BakeLab, Baldarotta's Porketta & Sicilian Sausage, Big Grove Tavern, Billy Barooz, BrewLab, Briks Pizzeria, The Burrito Lab, Café Sababa, Caprae, Chophouse on Main, Esquire Lounge, ETs Downtown, Forage Kitchen, Good Judy's Espresso & Bagel Bar, Guido's, Hacienda Robello, Hamilton Walker's, Hopscotch Bakery. Houlihan's, Industrial Donut, Joe's Pizza, Jupiter's Downtown and Jupiter's at the Crossing, Kohinoor Indian Lounge, Kung Fu Tea, La Bahía Grill, La Hacienda Cantina, La Paloma Food Truck, Los Zarapes, The Literary, The Main Scoop (all locations), Maize at the Station, Market Street Grill, Martinelli's Market, Nando Milano Trattoria, Naya Indian Cuisine, Neil St. Blues, Oskee's Sports Pub, Pekara Bakery & Bistro, Pizzeria Antica, Po'Boys Restaurant, Project 47 Smokehouse, Punch! Bar & Lounge, The Ribeye, Sepelas, Seven Saints, Silvercreek, Smith Burger, Sooie Bros. Barbecue, The Space, Stango Cuisine, Sticky Rice, Sun Singer, Susuru Ramen, Tenkyu, Watson's Shack & Rail, The Wheelhouse, Wood N' Hog Barbecue, and Ye Olde Donut Shoppe.



17 E. Taylor St., Champaign, IL 61820 | 217.351.4133 experiencecu.org

Diners can find information at curestaurantweek.org or on Experience Champaign-Urbana's Facebook event. For more information, contact Terri Reifsteck at 217-351-4133 or terrir@experiencecu.org.