



SAN FRANCISCO RESTAURANT WEEK'S KICKOFF EVENT: JAN. 22

2020 Restaurant Week starts with fortune cookies and food, followed by 100+ participating restaurants

WHAT: Hosted by Golden Gate Restaurant Association (GGRA), 2020 Restaurant Week will launch with a first-of-its-kind kickoff event on **Wednesday, January 22nd at the San Francisco Ferry Building**. Beginning at 11 am, this event will feature light refreshments and a fortune cookie surprise.

As part of this year's Restaurant Week, January 22-31, one percent of all menu sales will benefit [Restore California](#), a collaboration between the State of California and [Zero Foodprint](#) to support climate-friendly farming practices on local farms, including MESA Farm in the East Bay, Straus Dairy in the North Bay, and Spade & Plow in the South Bay.

"Zero Foodprint is delighted to be partnering with the Golden Gate Restaurant Association to build momentum for our Restore California program, which supports farmers' healthy soil projects around the state," said Karen Leibowitz, Executive Director of Zero Foodprint. "By adding just one percent to Restaurant Week menus, the Bay Area food world is helping to build a renewable food system rooted in healthy soil. New science shows that healthy soil not only produces better food, but also improves climate resilience and even reduces greenhouse gas levels."

WHEN: Media kickoff event: Wednesday, January 22, 11 a.m. to 1 p.m.

[Event link](#)

San Francisco Restaurant week, January 22-31

Website: www.sfrestaurantweek.com

WHERE: Kickoff event: The Grand Hall at the San Francisco Ferry Building
San Francisco Restaurant Week at 100+ locations across the city

RESTAURANT WEEK DETAILS:

Participating restaurants may offer the following lunch and/or dinner options:

- a two-course lunch for \$15.15 or \$25.25 (\$.15 and .25 go toward Restore California)

- a three-course (or more) dinner option for \$40.40 or \$65.65 (\$.40 and .65 go toward Restore California)

Restaurants and bars joining San Francisco Restaurant Week for the first time in 2020 include **Trick Dog, Bon Voyage!, Palette, Tacos CALA, Great Gold, In Situ**, and **SSAL**, as well as returning favorites, such as **One Market, Blue Plate, August (1) Five**, and **Bluestem Brasserie**. Menu highlights include a four-course dinner at In Situ for \$65.65, a three-course dinner with a choice of cocktail for \$40.40 at Basil Canteen, a two-course lunch at China Live, including a choice of tea or beer and a jar of house-made chili sauce to go for \$25.25.

For a complete list of participating restaurants and restaurant week menus, visit [San Francisco Restaurant Week](#).

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ABOUT GGRA

Founded in 1936, The Golden Gate Restaurant Association's mission is to celebrate and empower the restaurant community through advocacy, education, marketing, events and training. GGRA is a San Francisco-based membership organization composed of restaurant members of all sizes and profiles. GGRA representatives meet regularly with elected officials and department heads on important public policy concerns to help shape legislation and reduce or eliminate negative consequences for the industry and the dining public. GGRA also acts as an industry resource by providing up-to-date information on all aspects of running a restaurant in San Francisco.

ABOUT ZERO FOODPRINT:

Zero Foodprint is a nonprofit organization dedicated to building a renewable food system rooted in Healthy Soil. Zero Foodprint mobilizes the cultural and economic power of the food world to help solve the climate crisis through investments in climate beneficial agriculture through its Restore California program. For more information, visit www.zerofoodprint.org.

ABOUT THE FERRY BUILDING:

Since 1898, the Ferry Building has stood as the gateway to San Francisco. This iconic landmark, located on San Francisco's waterfront on the Embarcadero, serves as a destination for Bay Area residents and tourists alike, attracting roughly 8 million visitors annually. The first-floor marketplace, opened in 2003, is home to nearly 50 restaurants, cafés, and retail shops offering a variety of foods, beverages, groceries, goods and wares, and sweet treats celebrating the best of the Bay Area. The magnificent, second-story Grand Hall houses 193,000 square feet of world-class office space, and the building and its plazas are adjacent to a thriving transportation hub serving more than 16,500 ferry commuters each day. The Ferry Plaza Farmers Market, a partnership with the Center for Urban Education about Sustainable Agriculture (CUESA), is held at the building three times each week. For more information, visit www.ferrybuildingmarketplace.com.