

Center City Restaurant Week – Jan 2023

Haku Vodka & Knob Creek Rye: Restaurant Week Kick-Off Party @ City Winery

January / 2023

Beam OPPM & SGWS Team

Details:

This ONP program runs for 2 weeks across Philadelphia's Center City Restaurants. For one week, each restaurant offers a discounted lunch & dinner menu and featured Knob Creek Rye & Haku Vodka cocktails. Philadelphia's Winter Restaurant Week was kicked off at one of the participating restaurants and included brand education, cocktail creation and implementation for their menu features. Working with our distributor partner at SGWS, we successfully outlined the processes and tis to make our partnership a success.

In collaboration with Center City District, we secured large purchases of Knob Rye & Haku from key accounts. All while, influencing these accounts to incorporate our brands long term. This was a well-attended event that led to a successful 2023 Winter Restaurant Week.

Results:

- 90 participating restaurants
- Cases: Depleted 50+ cases of Haku, 60+ cases of KC Rye from January 15-28th
- Over 337,316 social media impressions, 11,100 engagements, and 145 posts



Social Media Statistics



Account	Profile Followers	Impressions	Engagements	# of Posts
CCD Instagram Grid & Reels	31930	193,838	9,919	13
CCD Instagram Stories	45195	103,357	N/A	94
CCD Facebook	45195	23,955	823	14
CCD Twitter	24803	11,986	169	15
CCD LinkedIn	4628	3,597	185	7
CCD TikTok	27	583	4	2
Total	106,583	337,316	11,100	145

The OLDE BAR

CENTER CITY RESTAURANT WEEK
JANUARY 15-28 (EXCLUDING SATURDAY JAN 21ST & 28TH)

SIGNATURE COCKTAILS
\$10 EACH

RYE-NOT?
Knob Creek Rye, Luxardo,
Apple Cider, Maple Syrup, Lemon

POMEGRANATE COSMO
Haku Vodka, Pomegranate Juice,
Orange Liqueur, Lemon

\$40 PER PERSON
plus tax, gratuity & beverages

FIRST COURSE
CHOOSE ONE

1/2 DOZEN EAST COAST OYSTERS
Verjus Mignonette, Cocktail Sauce, Fresh Horseradish

SHRIMP COCKTAIL
Cocktail Sauce, Lemon

LOBSTER BISQUE
Hearts of Palm, Black Truffle, Crispy Leeks

BUFFALO CAULIFLOWER
Buttermilk Ranch, Gin Pickled Celery

APPLE & ARUGULA SALAD
Red Onion, Candied Hazelnuts, Grassy Smith Apples,
Goat's Milk Feta

SECOND COURSE
CHOOSE ONE

CAMPANELLE PASTA
Winter Squash Puree, Sautéed Mushrooms,
Whipped Ricotta

HARISSA MARINATED COD
Mango-Spiced Lentils, Garlic Kale,
Fennel Salad

"THE" BURGER
Caramelized Onions,
Emmentaler, Smoked Bacon,
Seasoned Garlic Fries

SHRIMP N' GRITS
Salt Shell Shrimp, Vanilla Grits
Pork Andouille, Garlic Kale

THIRD COURSE
CHOOSE ONE

APPLE PIE SUNDAE
Apple Compote, Brown Sugar
Cinnamon Ice Cream,
Caramel Popcorn, Caramel Sauce

SEASONAL SORBET

CHOCOLATE MOUSSE CAKE
Dark Chocolate Cake, Pistachio
Praline, Cocoa Nibs

RESTAURANT WEEK

January 15-28, 2023

\$40 Dinner
Dine-In Only; No Modifications

First Course - Choose 1:

Gyoza Soup *pork dumplings served in broth*
Avocado Ginger Salad *seasonal greens, house ginger dressing*
Shishito Peppers *steamed, sweet soy*

Second Course - Choose 1:

Rock Shrimp *tempura battered, wasabi aioli, sweet thai chili*
Sesame Crusted Tuna *served rare, chilled, ponzu*
California Roll

Third Course - Choose 1:

Miso Salmon *sweet miso sake flambé, steamed bok choy, carrots, peppers,
& onions, served w/ white rice*
Chicken Stir Fry *sweet soy marinated chicken, bok choy, carrots, peppers,
& onions, served w/ white rice*
Bulgogi Kimchi Fried Rice *carrots, onions, celery, garlic, habachi style
fried kimchi rice*
Sashimi Trio *salmon, tuna, fluke*
Surf & Turf Roll *asparagus & shrimp tempura inside, topped w/ seared
sirloin, wasabi aioli, hot sauce, scallions*
White Tiger Roll *super white tuna, scallion, spicy sauce inside, topped w/
seared spicy mussels, red tobiko, scallion garnish, red hot, sweet soy, & creamy sauce*

COCKTAILS

Algebra, Bad Lunch, & Infidelity \$14 *Haku Vodka, fresh sage, lemon curd, Red Shiso Liqueur*
Spiked Hot Cider \$14 *Knob Creek Rye, Ginger Liqueur, Apple Cider, Cinnamon Sticks*



TIME RESTAURANT WEEK

\$40 per person

FIRST COURSE (CHOICE OF):

Spicy blistered Green beans- ginger, soy, sesame and scallions
Buffalo brussel sprouts- hot sauce, spicy ranch, crumbled blue cheese
Deviled Eggs- beet pickled eggs, chives beet powder

SECOND COURSE (CHOICE OF):

Bibb Salad- bibb lettuce, red onion, endive, apple, blues cheese, spiced walnuts and cider vinaigrette
Potato leek soup- bacon, cheddar cheese and sour cream

THIRD COURSE (CHOICE OF):

Time Burger -American cheese, lettuce, pickled red onion, special sauce, pickle chips
Shrimp and Grits- Cheddar grits, southern trinity, scallion, spicy roasted pepper hot sauce
Fusilli Pasta -roasted butternut squash, sautéed kale, parmesan cheese, brown butter sauce, crispy parsnip

DESSERT (CHOICE OF):

Bread Pudding a la Mode-Apples, cranberry, chocolate chips, whiskey caramel sauce
Lemon Panna Cotta-Blood Orange Coulis, Pecan Crumble

Cocktails

Arcane Focus - \$11

Haku, lemon, rosemary simple, club soda

Chaotic Good - \$14

Knob creek rye, vecchio amaro, blanc vermouth, orange bitters

The Declaration

Restaurant Week Prix Fixe \$40.00
Executive Chef John A Arney III



Violet Cosmo: Haku Vodka, fresh squeezed lemon, orange liqueur, lavender, crème de cassis, crème de violette, white cranberry | 16

Old City Sour: Knob Creek Rye, egg white, red wine, fresh squeezed lemon, simple syrup | 16

Starter

Choose One

Red Pepper Hummus: cucumber, carrot, pita (GFA)
Suit & Thai Shrimp: fried shrimp, thai chili, ginger slaw (GF)
Carnitas Tostadas: crispy tortilla, pork, chipotle aioli, pickle onion, lettuce, cotija (GF)

Tomato Bisque (GF)

French Onion Soup (GFA)

Caesar: romaine, shaved parmesan, crouton (GFA)

Entrée

Choose One

Franklin Fried Chicken: tarragon aioli, pickle, iceberg, potato barrels (GFA)
1984 Burger: port wine cheese, pickled onion, bacon, pickle, potato barrels (GFA)
Blackened Salmon: veg, mashed sweet potato (GF)
Bourbon Barrel Ribs: baked beans, corn bread (GF)
Meatloaf: mashed potato, o-straws (GF)
Mac and Liquid Gold: cavatappi, cheese sauce, gruyere & mozz panku crust (GFA)

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**CENTER CITY DISTRICT
RESTAURANT
WEEK**
JANUARY 15-28

CCD
CENTER CITY DISTRICT

This week, everyone's a foodie.
Three Courses • \$25 Lunch • \$40 Dinner
@centercitydistrict #ccdrw CCDRestaurantWeek.com

*Tax, alcohol and gratuity not included.

Win dinner for a year.

Enter for a chance to win dinner once a month for a year at select Center City restaurants. Four lucky entrants will win. Visit CCDRestaurantWeek.com to enter and for contest rules.

HAKU
Japanese Rice Vodka
Made To Shine



THE HOUSE OF SUNTORY
The House of Suntory

Restaurant Week Parking Discounts

Reduced Center City parking rates apply from 4:45 p.m. to 1 a.m. during Restaurant Week. Discount method may vary by location. Visit CCDRestaurantWeek.com ahead of your reservation for details.



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This week, everyone's a foodie.

Your favorite restaurants. The city's finest chefs. Include your inner gourmet with specially priced three-course meals, including appetizer, entree and dessert. We'll see you there.

**\$25 lunches
\$40 dinners**

For a complete list of participating restaurants and their menus, or to make reservations, visit CCDRestaurantWeek.com.

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KNOB CREEK RYE WHISKEY **HAKU VODKA** **PHLOV** **OpenTable**

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Sample Philadelphia's premier chefs and fine dining during Center City District Restaurant Week. January 15-28. #CCDRW

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