

## FACT SHEET

### *Flavors of Florida's Historic Coast Promotion*



- *Flavors of Florida's Historic Coast* is a month-long program, October 1-31.
- Chefs on Florida's Historic Coast are making history with signature dishes and regional flavors.
- There are dozens of restaurants participating in the program, from Ponte Vedra Beach to Crescent Beach.
- Each has created a special three-course prix fixe (fixed price) menu that features their signature dishes
- Menu prices range from \$15 to \$18 for lunch and \$20 to \$30 for dinner.
- All of the participating restaurants and their respective prix fixe menus are listed at [www.HistoricCoastFlavors.com](http://www.HistoricCoastFlavors.com).
- The goal is to entice visitors to come here to experience the exceptional flavors offered by our wonderful restaurants and to raise awareness of our local cuisine.
- *Flavors of Florida's Historic Coast* was conceived by and is being heavily promoted by the St. Augustine, Ponte Vedra and The Beaches Visitors and Convention Bureau through radio, web TV and online advertising.
- Additional promotional support is coming from participating restaurants and area lodging establishments.
- With everyone's help, this should be the first year of what will become a terrific new annual program.

*Bon appétit!*