

MIAMI SPICE

i Love Miami Spice.com

ORGANIZED BY THE GREATER MIAMI CONVENTION & VISITORS BUREAU

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8th Annual Miami Spice Restaurant Month Set for August 1 – September 30 Prices for 3-Course Lunch and Dinner Menus Rolled Back to 2007 Levels

(MIAMI) July 20, 2009 – Miami Spice Restaurant Month – a summer celebration when Greater Miami’s top restaurants offer discounted three-course lunch and dinner menus – returns for its eighth year with prices that are rolled back to 2007 levels.

More than 80 of Greater Miami’s finest restaurants will offer \$22 lunches and \$35 dinners (excluding taxes and gratuities) from August 1-September 30. Organized by the Greater Miami Convention & Visitors Bureau (GMCVB), the Miami Spice restaurant promotion has become one of the destination’s most anticipated culinary events since it was launched in 2002.

Each of the restaurants participating in Miami Spice include an appetizer, entrée and dessert as part of the fixed price, which offers an average discount of 30-50 percent off the regular value. Area residents and visitors can visit the website www.iLoveMiamiSpice.com for details and updates on participating Miami Spice restaurants, pricing and special menus.

“We are rolling back Miami Spice prices to what they were two years ago,” said William D. Talbert III, CDME, President & CEO of GMCVB. “These fixed price menus are already a smart luxury option, but we understand consumers are looking for even greater value in the current economy.”

“We are grateful to our restaurant partners and to our official sponsor Stella Artois for their invaluable support in making this program possible” Mr. Talbert continued. He added that more than 150,000 Miami Spice meals were served last year and that he expects that number to climb even higher in 2009 due to the program’s momentum and a number of other special Miami summer promotions that overlap Miami Spice.

The GMCVB's new Miami 4-4-3 promotion, for example, is offering a wide range of deals at dozens of hotels, restaurants and other area attractions that allow visitors to buy three and get one free through Labor Day. For details, visit www.Miami443.com.

And building on the resounding success of its inaugural year, Miami Spa Month when more than two dozen of the city's premier spas offer \$99 treatments – normally valued at \$199 will be extended through August 31. For details, visit www.MiamiSpaMonth.com.

"The Miami culinary scene is among the hottest in the nation, and the local passion for fine cuisine is evident among the city's residents and many tourists," said Paul Byrne, product manager, Belgian brands. "Miami Spice offers us an opportunity to share our enthusiasm for pairing delicious cuisine and Belgian beers with the thousands of adults who will enjoy this 'must attend' event."

Miami is home to more than 6,000 restaurants and other dining spots that cater to an increasingly sophisticated resident population as well as to more than 12 million visitors each year. From casual alfresco cafés perfect for people watching to palaces of haute cuisine, Miami has become a full-fledged culinary hot spot.

About Greater Miami Convention & Visitors Bureau

The Greater Miami Convention & Visitors Bureau (GMCVB) is an independent not-for-profit sales and marketing organization whose mission is to attract visitors to Greater Miami and the Beaches for leisure, business and conventions. For a vacation guide, visit our website at www.MiamiAndBeaches.com or call 1-888-76-Miami (US/Canada only) or 305-447-7777. To reach the GMCVB offices dial 305-539-3000. Meeting planners may call 1-800-933-8448 (US/Canada only) or 305-539-3071 or visit www.MiamiMeetings.com.

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