

# Love The Ave & North End Restaurant Week is back

All of Greater New Bedford is invited to think global – but eat local – in the city's diverse North End this September.

The Love The Ave & North End Restaurant Week is a celebration of the culinary culture of New Bedford. Restaurants and bakeries participate by offering special deals, signature dishes and creative cuisine throughout the week.

Acushnet Avenue and the North End is a destination dining spot renowned for its Portuguese food, but it boasts an increasingly diverse palate representing many other nationalities. And of course, world-famous New Bedford Seafood is on the menu everywhere.

The annual event is in its second year. This year, it kicks off on Saturday, September 21 and lasts through Saturday, September 28. A launch party for Restaurant Week will be held at Adriana's Mexican Restaurant, 1262 Acushnet Avenue on Saturday, September 21 beginning at 12:30 p.m.

Come and hear more about this Love The Ave initiative in a casual dining atmosphere. Adriana's will have their regular menu available for the launch in addition to some Restaurant Week special additions – like cream cheese chimichangas!

Acushnet Avenue and the entire North End of New Bedford is distinguished by a huge concentration of popular eating establishments with deep roots in the community. Love The Ave is a community action group dedicated to promoting the revitalization of this commercial corridor.

In 2018, it was decided that establishing a week to celebrate the diverse cuisine of the northern part of New Bedford would be a fun and delicious way to do just that. Close to 30

businesses participated in the first Love The Ave & North End Restaurant Week promotion.

Kick-off day for this year's Restaurant Week also coincides with Festival Tipico Con Barriletes –the annual Guatemalan Kite Festival – taking place blocks from Acushnet Avenue at the North End's Riverside Park all afternoon.

The Love The Ave & North End Restaurant Week keeps it simple to emphasize its community appeal – and allow room for as many of these delicious neighborhood establishments as possible to participate. From breakfast spots to bakeries to fine dining, any place only has to offer a special dish, signature dish, or spotlight its creative cuisine to participate.

Beginning in early September, participating eateries will be featured in a special series of posts on LoveTheAve.com leading up to Restaurant Week launch. Just before Saturday, September 21, a special post on the website will list all of the special offerings by participating eateries in this year's Love The Ave & North End Restaurant Week.

Then, it's up to patrons to choose where, and how often, they choose to take advantage of this unique culinary celebration. There is only one thing you need to know for sure: there's a seat at the table for you!

On Saturday, September 28, the Love The Ave & North End Restaurant Week will end with a special movie night at Incognito, 1606-1610 Acushnet Avenue. The dinner and a movie combo will screen "Rocket Man" and serve cuisine courtesy of Incognito's peerless catering service. Tickets are limited and can be reserved by calling 508-993-3933.

Even after Restaurant Weekends, the Love The Ave team hope you will keep the delicious eateries of Acushnet Avenue and the North End of New Bedford on your permanent menu.

The Love The Ave & North End Restaurant Week promotion is

organized by Love The Ave steering committee members, with help from the New Bedford Economic Development Council and the support of Mayor Jon Mitchell's office.