

CONTACT: Cara Schneider
(215) 599-0789, cara@visitphilly.com
Tweet Us: @visitphillyPR

NEW BON APPÉTIT VIDEOS HIGHLIGHT PHILADELPHIA RESTAURANTS
Series Promotes Philly Dining Experiences & Supports VISIT PHILADELPHIA's Food Initiative

PHILADELPHIA, April 2, 2018 – Today, VISIT PHILADELPHIA® announced three eating-around-town videos hosted by *Bon Appétit's* Andrew Knowlton. Titled “Behind The Eats: Philadelphia” and watchable at visitphilly.com/behindtheeats, the series tells the stories of three distinct chefs and dishes from their restaurants in three neighborhoods. Part of VISIT PHILADELPHIA's increased efforts on marketing food, the series will be widely distributed through the travel marketing organization's digital channels, as well as *Bon Appétit's*. The series includes:

1. **El Compadre in Italian Market (pork ribs)** – Historically an Italian-American neighborhood—hence its name—South Philadelphia's Italian Market has transformed into a delicious and diverse district, filled with Italian, Mexican, Vietnamese and more dining options. Known not only for their food but their immigrant-rights activism, husband-and-wife chefs Cristina Martinez and Ben Miller moved to the Italian Market and combined South Philly Barbacoa—named one of the 10 best new restaurants in America by *Bon Appétit* in 2016—with its sister restaurant El Compadre.
2. **Little Nonna's in Midtown Village (pan-seared gnocchi)** – Chef Marcie Turney and her partner Valerie Safran, along with their real estate development partner, have transformed the Gayborhood—also known as Midtown Village—from a gritty strip into one of Philadelphia's restaurant rows. The couple—partners in business and life—has championed the neighborhood and is an example of how Philadelphia has supported LGBT businesses.
3. **Suraya in Fishtown (man'oushe: Lebanese flatbread)** – Located in Philly's ever-changing Fishtown neighborhood, Lebanese restaurant Suraya is all about collaboration and culture. Chefs and co-owners Nathalie Richan and Roland Kassis of Café La Maude joined forces with Greg Root and Nick Kennedy of ROOT restaurant + wine bar to open Suraya, which is named for the grandmother of Richan and Kassis. Zagat named it one of Philadelphia's most anticipated restaurant openings of 2018.

“We understand that dining wields big influence on people's travel decisions,” said Meryl Levitz, president and CEO of VISIT PHILADELPHIA. “This series gives viewers a taste of Philly's many intriguing neighborhoods, delicious dishes and the talented chefs behind them.”

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According to *Bon Appétit*, 81% of leisure travelers travel for food. VISIT PHILADELPHIA's food initiatives for this year include last month's 2018 James Beard Awards Nominations Announcement that took place at Parc Brasserie; a "Flavors Of Philly" series on Facebook Live; the spring edition of the popular **Visit Philly Overnight Hotel Package** that's packed with much more fare for foodies (up to \$85 in foodie perks); and more support for and partnerships with food-focused events all year long.

Beginning today, a new "Behind the Eats: Philadelphia" video will be rolled out every Monday (April 2, 9 and 16) on the Visit Philly Facebook page, and behind-the-scenes footage will appear on [Visit Philly's Instagram Stories](#) each week. The series will run through advertisements online at *Bon Appétit* and *Condé Nast Traveler* now through June. Viewers can watch the full series at visitphilly.com/behindtheeats.

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

Note to Editors: For high-resolution photos of Greater Philadelphia, visit the photo gallery of visitphilly.com/pressroom.