## Yelp Eats in Edinburgh — two courses for £15 17- 23 October 2011

For one week in October, Edinburgh locals will be able to dine out at some of the city's highest rated restaurants for only £15.

Yelp Eats is a one-week event giving all locals in Edinburgh the chance to dine at eight of Edinburgh's finest restaurants with a prix fixe menu of two courses for £15. The promotion allows local diners to experience some of the best restaurants in the city at a very affordable price, discovering new eateries, whilst supporting the local independent businesses during the quieter months.

Mark Greenaway of Mark Greenaway, No 12 Picardy Place commented:- "I think it is important that restaurants and websites like Yelp work together. The Yelp Eats promotion is a great opportunity for us to work alongside other great restaurants in Edinburgh whilst welcoming new customers."

The participating restaurants vary in style and taste, from fine dining to casual cuisine and from Italian to Californian, but they all share a common theme: serving delicious dishes crafted with passion and care. The list includes The Atholl, Cafe St Honoré, Calistoga, Circle, First Coast, Locanda de Gusti, Mark Greenaway and The Stockbridge Restaurant. For more information and to see all the Yelp Eats Prix Fixe menus visit the website.

<u>Yelp Eats</u> runs from Monday 17 — Sunday 23 October in eight local Edinburgh restaurants. To take part in Yelp Eats, all you need to do is book a table at one of the participating restaurants quoting 'Yelp Eats' during that week, and that's it! Don't forget to share your experience and review online

afterwards.

Yelp itself is an online review site where real people write reviews of great local businesses in the city. Essentially, it's a local guide to Edinburgh written by the people who know best — the locals! With over 63 million unique visitors worldwide to the site within the past 30 days alone and over 21 million unique reviews from passionate locals, Yelp has quickly become the go-to resource for consumers to make smart purchasing decisions.

People can <u>write their own reviews</u> good and bad to share their favourite local hot spots, search the site for new restaurants, use it to make useful lifestyle decisions such as finding a new dry cleaners or vet, and meet like-minded diners in the city.