

Taste of Times Square: The 23rd Annual Outdoor Food and Music Festival Celebrates the Tastes and Sounds of New York City

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Festival will be held on 46th Street from Broadway to 10th Avenue

Sample "tastes" will range in price from \$1-\$6

New York, NY – May 17, 2016 – The Times Square Alliance today announced the return of Taste of Times Square – an annual outdoor food and music festival organized by the Times Square Alliance – which offers visitors the opportunity to enjoy dishes from the district’s top restaurants and music from some of the city’s best musicians. Over fifty restaurants from Times Square will set up booths on the street and serve “tastes” ranging from \$1-\$6 on Monday, June 6, from 5:00 P.M. - 9:00 P.M. The event will be held on 46th Street from Broadway to 10th Avenue, including historic Restaurant Row.

“At Taste of Times Square for more than 20 years foodies and guests have been welcomed to sample small dishes from the city’s most famous restaurants for just a fraction of the price,” said Tim Tompkins, president of the Times Square Alliance. “Times Square has always been a space for people to exchange cultural experiences and Taste of Times Square does just that by sharing culinary and musical discoveries.”

Newcomers to this year’s festival include: Ding BBQ and Hot Pot, Frankie and Johnnie’s Steakhouse, Goggan, Hunt and Fish Club, IZI, Pig N’ Whistle, and Sake Bar Hagi 46. Additional participating restaurants include: Applebee’s, B.B. King Blues Club & Grill, Barbetta, Bareburger, Becco, Blue Fin, Bourbon Street, Brasserie 1605 at Crowne Plaza Times Square, Bubba Gump Shrimp Co., Buca Di Beppo, Carmine’s, Crossroads American Kitchen & Bar, Da Rosina, Dos Caminos, E&E Grill House, Havana Central, Hourglass Tavern, Gabriela’s Taqueria at City Kitchen, Gingers DoubleTree Guest Suites, Guy’s American, Hard Rock Cafe, House of Brews, ilili Box, Joe Allen, John’s of Times Square, Junior’s, La Pulperia, Le Rivage, Lillie’s Victorian Establishment, Meson Sevilla, Orso, The Palm, Paramount Bar and Grill, Patzeria Perfect Pizza, Paul’s on Times Square, Planet Hollywood, Playwright Celtic Pub & Restaurant, The Rum House, Ruth’s Chris Steakhouse, Sangria 46, Schnippers, Toloache, The View, and Virgil’s Barbecue. Visit www.TimesSquareNYC.org/Taste for the most current list of participating restaurants.

For the second year in a row, Taste of Times Square will showcase a Beer Garden on Restaurant Row (46th between 8th and 9th Avenues) featuring Times Square’s own Heartland Brewery. Highlighted street musicians provided by the Hard Rock Cafe Times Square include: The Ebony Hillbillies, Baby Soda Jazz Band, Drum Café, Paul Mueller with a hammered dulcimer, Sean Grissom on the Cello, StreetMule, and Mariachi Citlalli. Blues guitarist Irving Louis Lattin provided by B.B. King Blues Club & Grill.

Another entertainment location includes the Swing Tent featuring The George Gee Swing Orchestra, made possible by Swing 46.

Admission is free to Taste of Times Square. “Taste” tickets are \$1 each and can then be redeemed for dishes ranging from 1-6 tickets at each restaurant booth. Tickets will be available for purchase on the day of the event and in advance online at www.TimesSquareNYC.org/Taste.

For the fourth year in a row, the Times Square Alliance will offer an Instagram photo contest to engage attendees who have a flair for food photography. Attendees will be challenged to post a stunning photo of a Taste they would recommend to a friend on Instagram, using #TasteTSq, for the chance to win a gift card to a Taste of Times Square participating restaurant.

Visit www.TimesSquareNYC.org for the list of restaurants and official contest rules. Follow @TimesSquareNYC on Twitter (www.Twitter.com/TimesSquareNYC), Facebook (www.facebook.com/TimesSquareNYC) or Instagram (www.instagram.com/TimesSquareNYC) for live coverage of the event. Join the conversation on social media with #TasteTSq. Sponsors for Taste of Times Square include: Coca-Cola and Hard Rock Cafe.

About Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events including New Year’s Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TimesSquareNYC.org

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