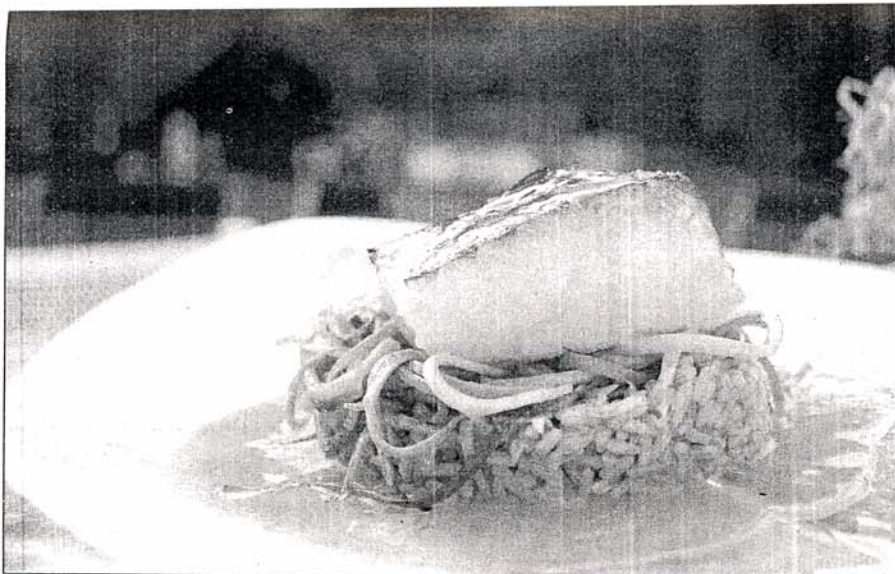


THE JERSEY JOURNAL

'Big Apple' taste; Hudson flavor



CHILEAN SEA BASS entrée at the Park Avenue Bar & Grill in Union City.

PAMELA SUCHY JOURNAL PHOTOS



PARK AVENUE BAR AND GRILL entrées serve-up smiles for Steve and Lorie Reynolds of Smithtown, NY.

and this is a great way of promoting three or four of our specials."

A veteran, the Merchant in Jersey City has been participating since it all began back in 2005. Owner Dave O'Brien, claims that Restaurant Week gives them the opportunity to get feedback as more and more people come each year — they keep track.

"Since we started (with our first Restaurant Week), it's been busy . . . Each time we get busier and busier," said O'Brien, noting that it's a great help to them and their business. "We gather a lot of comments (from customers) and it helps us to improve our service . . . It's definitely worthwhile for us. And Tamara does a fantastic job."

That's Tamara Remedios, the entrepreneur behind the "one-woman show" that is Hudson Restaurant Week. Remedios, 31, moved to Union City from Matawan and created the magazine Get Out Hudson. And she's not the only one who has come for a taste of what we have to offer.

"We have people coming from Middlesex and Monmouth counties to eat out in Hudson County," she says. "People want to come up here to eat and have heard about a lot of the restaurants and want to explore it a bit more."

"I knew of all these restaurants, but before I started Restaurant Week, I hadn't eaten at any of them," Remedios said. "I've probably eaten at every restaurant in the area at least once, but I don't think if I hadn't started Hudson Restaurant Week that I would've had the opportunity."



KEY LIME BAR dessert at Mercy Grill in Hoboken.

By MARY PAUL
JOURNAL STAFF WRITER

Pucker up! The newest feature in this season's Hudson Restaurant Week is the Big Apple 77 Martini to be served at every participating location in honor of local sponsor 77 Hudson.

The biannual event is a celebration of the great places Hudson County offers for a night of quality dining out. Hudson Restaurant Week gives patrons a chance to try fine dining for less. Running 10 weekdays starting Monday to Aug. 3., 28 participating restaurants will be offering prix-fixe meals at discounted prices with

lunches starting at \$13 and dinners starting at \$23.

Patrick Hennessy didn't know what to expect when JJ spoke to him back in January — the winter Restaurant Week was the first time his restaurant O'Connell's was participating, and he says it went so well that

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DETAILS: For more information on participating restaurants and their menus for Hudson Restaurant Week, visit www.hudsonrestaurantweek.com.

he's looking forward to doing it again.

"It was good for people to see the restaurant and good for people to see what we have to offer," he said, adding that

O'Connell's is offering new summer dishes. "It's pretty different from our winter menu."

Now it's Joe Jones who joins this restaurant tradition. Owner of Carpe Diem, he and his head chef Chad Rovner are hoping this will bring in new customers.

"I'm eager to get into this," Jones said. "To be honest, I don't know how it's going to go until we get into it next week. What we're happy about is that we have an excellent bar menu