

DINING OUT

Hudson Restaurant Week returns with additional places

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Hang up your apron and pick up the phone. Hudson Restaurant Week is here — again.

For the second time this year, Hudson County's best restaurants will offer prix-fixe three course lunch and dinner menus for \$15 and \$30 respectively (excluding tax, tip and beverages), Monday through Friday for the next two weeks.

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The first Hudson Restaurant Week, held in January, drew more than 2,000 diners and was considered such a success that another was scheduled for this summer. It has been expanded to include 30 restaurants from five local areas.

"We're following the lead of New York City by doing it twice a year," said Tamara Remedios, editor of "Get Out Hudson" and organizer of Hudson County Restaurant Week.

"It's designed around two very slow periods for restaurants — January and July. Any extra traffic they're happy about," she said.

"It has brought people into the city to try new restaurants that they would not have tried before," said Roberta Farber of the Jersey City Economic Development Corporation.

"It brought office workers

down to different restaurants instead of eating in cafeterias. It brought street life out into the area," she said.

The kick-off party for Hudson Restaurant Week was held last night at South City Grill in Downtown Jersey City. Hors d'oeuvres from the restaurant's Asian Fusion and Caribbean-inspired menu were served, as well as margaritas made with Don Julio tequila, Hudson Restaurant Week's official sponsor.

"We're having a little more fun with it during the summer time, especially since most of the places have outdoor dining," said Remedios.

Taking part in restaurant week isn't new to South City Grill. The restaurant set a special lunch menu in the last restaurant week, but this time both lunch and dinner will be offered.

New to Hudson Restaurant Week is Hoboken's The Jefferson, which opened in November. Named after the third U.S. president, The Jefferson unexpectedly offers a menu of 'Nuovo Italiano' cuisine.

The restaurant pays homage to Thomas Jefferson, who traveled to Italy from France during his trip as an American ambassador.

"He was the first to bring parmigiano-reggiano and a lot of grains back (to the United States)," said Chef Michael Coury.

In preparation for Hudson



MAX W. ORENSTEIN JOURNAL PHOTO

THE SOUTH CITY GRILL on Pavonia Avenue in Jersey City offers great meals and people-watching opportunities. Below, Chef Michael Coury prepares poached eggs, guanciale and truffles, a popular brunch meal at The Jefferson Restaurant in Hoboken, one of the new restaurants participating in Hudson Restaurant Week.

Restaurant Week, Coury will cook a variety of dishes, from wild salmon to margherita pizza, hoping to rival restaurant week in New York.

"We want to give the people a reason so that they didn't have to go across the river for Italian food," said Coury.

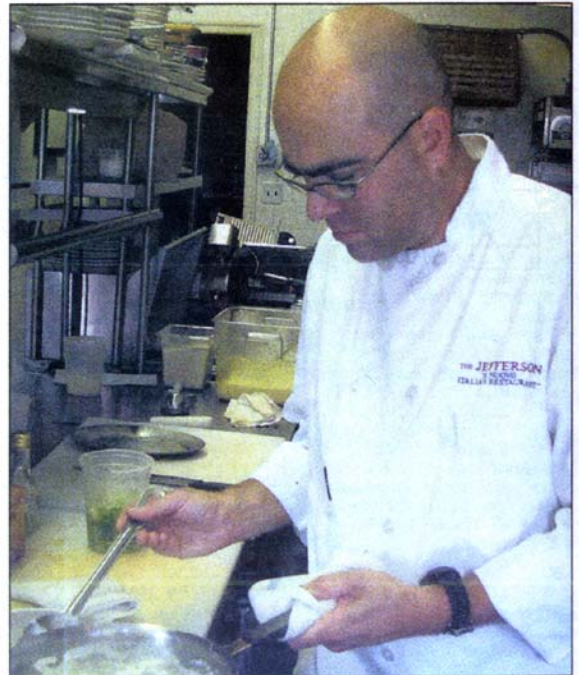
But customers flock to Arthur's Landing in Weehawken precisely for New York.

Located on the waterfront, the restaurant not only offers an American contemporary menu but a panoramic view of the New York City skyline.

"It's a good way to bring in a lot of people who haven't been here before," said Assistant Manager Wilson Espinoza, referring to Hudson Restaurant Week.

Arthur's Landing offers everything from seafood to steak and will continue to do so during Hudson Restaurant Week.

For a complete list of restaurants participating in Hudson Restaurant Week, visit www.hudsonrestaurantweek.com.



MARK BARTKIEWICZ JOURNAL PHOTO



NNS PHOTOS

AMANDA'S in Hoboken, also participating in Hudson Restaurant Week, calls their special eggs Benedict "Jack Benny's." Made with pork tenderloin and tomato salsa, it's a play on word's named for one of their chef's, Jack, and Benny's, as in eggs "Benny"-dict. On the right, "Sidecar" is a blend of orange liquor and brandy.