



FOR IMMEDIATE RELEASE

## CELEBRATE THE AUTHENTICITY OF PHILADELPHIA'S VIBRANT LATINO CULINARY SCENE WITH DINE LATINO RESTAURANT WEEK

*The Greater Philadelphia Hispanic Chamber of Commerce launches campaign coinciding with Hispanic Heritage Month inviting the region to celebrate Latino cuisine*

**PHILADELPHIA, PA (September 17, 2020)** – The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) proudly announces [Dine Latino Restaurant Week](#), which takes place from September 30 – October 4, 2020 during Hispanic Heritage Month. Fueling the region's food-lovers' sense of adventure as they discover or rediscover Latino cuisine, the five-day culinary event will offer patrons one (1) complimentary appetizer or dessert with the purchase of two (2) dinner entrees.

Sponsored by Coca-Cola, Dine Latino Restaurant Week creates the opportunity for enhanced patronage of some of the city's most unique Latino-owned restaurants. The promotion will take place during dinner service only, with options for takeout, delivery, and select indoor dining at various participating restaurants, which include:

- [Adelita Mexican Taqueria & Restaurant](#)
- [Alma del Mar Restaurant](#)
- [Amigos Restaurant & Pizza](#)
- [Bar Bombon](#)
- [Blue Corn](#)
- [Café y Chocolate](#)
- [Casa Mexico](#)
- [El Bochinche Restaurant](#)
- [El Mercurio](#)
- [Jezabel's Argentinean Bakery & BYO](#)
- [La Canasta](#)
- [La Llorona Cantina Mexicana](#)
- [La Mula Terca](#)
- [Las Cazuelas](#)
- [Los Cuatro Soles](#)
- [Mole Poblano Restaurant](#)
- [Nemi](#)
- [Puyero](#)
- [Queen Rook Game Café](#)
- [Restaurant Taqueria El Jarocho](#)
- [Tamalex Restaurant](#)
- [Sazon Restaurant & Cafe](#)

Dine Latino Restaurant Week is part of the GPHCC's larger R+ campaign which was designed to support the growth and development of Latino-owned businesses during this extremely challenging economy, by providing access to resources, expert advice, networks and educational opportunities. The GPHCC's mission through Dine Latino is to cultivate new opportunities for Latino restaurant owners through driving new and regular patrons to explore their offerings and celebrating the region's Latino culture.

"So many small business owners are faced with enormous change right now and through the [R+ campaign](#), we are giving our members the tools they need to recalibrate, retool and restart," stated Jennifer Rodriguez, President of the Greater Philadelphia Hispanic Chamber of Commerce. "Dine Latino Restaurant Week falls in perfect alignment with the R+ campaign as we work hand-in-hand with our members to help them rebuild as well as providing a vehicle for added revenue and exposure at no additional cost."

Additionally, the GPHCC is dedicated to helping Latino restaurant owners as they navigate a new way of doing business and brought in several experts to consult including Natalie DiBattista of DiBattista Consulting, and Maria Cristina Rios of Rios Marketing, to help Dine Latino participants in evaluating their marketing strategies, as well as coaching participants in safety and operations. All restaurants participating in Dine Latino have pledged to follow all safety and sanitation guidelines as set forth by the CDC, Pennsylvania Department of Health, and the City of Philadelphia. Patrons should become familiar with restaurant reservations policies by calling in advance or by visiting their website. Note that menus are subject to change and reservations are subject to availability.

Visit <https://www.philahispanicchamber.org/restaurant-week-2020.html> for a list of participating restaurants. For the latest updates you can follow [@phlHispanicChamber](#) on Facebook, [@GPHCC](#) on Twitter and [@GPHCC](#) on Instagram. #DINELATINO

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**ABOUT THE GREATER PHILADELPHIA CHAMBER OF COMMERCE**

The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is a 501 C3 not-for-profit organization established in order to develop, promote and advocate for Hispanic business in the Greater Philadelphia region while encouraging the advancement and economic growth of the Hispanic community. . For more information about the GPHCC, please visit: [www.philahispanicchamber.org](http://www.philahispanicchamber.org).