

MAKING LIFE MORE FUN

Americans Say Dining Out Is In

(NAPSA)—A growing number of Americans rate dining out as one of the most important items on their entertainment plate.

According to a survey conducted by Yankelovich Partners Inc., despite “sliding stock prices and rising recession fears,” many people still choose to dine out on a regular basis.

The majority of respondents (56 percent) reported dining at a luxury restaurant once a month, 22 percent dined at a luxury restaurant once a week and an additional 22 percent said they dined at one once every two weeks.

When it comes to choosing where to dine, most respondents (51 percent) had faith in their own taste and said they selected restaurants on their own.

Most people who chose their own restaurants said the quality of the food was the critical factor (73 percent), with service coming in a distant second (18 percent).

Dining atmosphere was also found to be an important factor, with 67 percent of the respondents saying it was very important in the decision making process, while about one-third of luxury diners consider the cost of a meal when making a decision.

According to Bryan McGuire,



A recent survey found 56 percent of respondents dined at a luxury restaurant once a month.

general manager of the ‘21’ Club in New York City, the survey’s findings indicate a constant trend in American dining.

“These findings underscore the fact that luxury dining in an interesting atmosphere never goes out of style,” he says.

The landmark restaurant features a Wine Cellar dining room dating back to the days of prohibition. The restaurant uses the unique room as a setting for luncheons for up to 20 guests that

includes a three course meal and two wines.

For many, the lunch, which costs under 100 dollars, represents an affordable chance to enjoy delicious food in an exclusive and historical setting. “What we offer,” says McGuire, “is a real opportunity to not only enjoy a memorable meal, but a chance to savor the room’s special ambiance and fascinating past as well.”

For more information, visit www.21club.com.