

Flavors are on the horizon for Hudson

By Molly Bloom
Journal staff writer

For 10 days, local restaurants will give new meaning to the phrase "super size," as they offer some of their best eats at lower prices during "Hudson Restaurant Week."

Starting Monday through Feb. 4 (excluding the weekend of Jan. 29-30), 21 restaurants in Jersey City, Hoboken, Weehawken and North Bergen will have three-course prix-fixe lunches for \$15.05; dinners for \$30.05 (bever-

age, tax and gratuity not included).

"This area is booming. We want the people to start coming in and for people outside the area to know that Hudson County is a good place to eat," said Tamara Remedios, founder of community guide publisher Get Out, who is promoting the event.

For Mary De Larosa, manager of Jersey City's Baja restaurant, it's about the "exposure."

"We have a huge area here that doesn't even know we're here," she said. "They go from work to home from work to home and that's it."

Dinner for two at Baja, which has a sister restaurant in Hoboken, averages \$60.

De Larosa isn't just hoping the event draws in crowds of bargain hunters to sample from Baja's 100 types of tequilas or a chimichanga, but also that it grabs the attention of harried Newport commuters long after Restaurant Week is over.

"They go right from their apartments to the PATH and they're off," De Larosa said. "A lot of people will call and say we didn't know you had (a location) in Jersey City."

Restaurant Week will be stretched out for 10 days by excluding a weekend from the promotion.

"The weekend is when we get most of our people," said Luis Villacorta, general manager of 4Fifty5 in Hoboken. "The restaurant week is to get the local people to come in, the ones who work Monday to Friday."

Most of the participating restaurants are clustered in the Newport area of Jersey City or along Washington Boulevard in Hoboken.

Remedios said that most of the participating restaurants are more expensive restaurants because \$30 is a great deal in high-end restaurants, she said.

Remedios, whose company is paid a marketing fee by each participating restaurant, is hopeful that the restaurant week will expand in the coming years.

For more information, visit www.hudsonrestaurantweek.com.