

American Express Launches First Edition of San Francisco Tastemaker Index, Providing an Insider's Look at the Local Dining Scene

2007-10-17

Foodie Cardmembers 'dish' on the city's top five 'modern-classic' restaurants

What restaurants are foodies dishing about? Starting today, American Express will begin a monthly alert called the Tastemaker Index, which will provide an insider's look at the hottest restaurants recently talked about and dined at on American Express Dish (<http://www.amexnetwork.com/thedish>). Dish is a social networking website dedicated to connecting people who love to dine out. What Dish provides that is unlike any other dining resource is the web's most robust combination of dining offers, information and insights, including peer restaurant ratings, expert picks and instant reservations among other features. Available in San Francisco and New York, Dish is an ongoing platform, allowing diners to tap into the insights of a diverse group of passionate Cardmembers and celebrity foodies, better known as the Dish Tastemaker community.

The first Tastemaker Index reveals the top Modern-Classic Restaurants in San Francisco:

SAN FRANCISCO: Top 5 Modern-Classic Restaurants

RANK*	RESTAURANT
1.	Perbacco
2.	Il Fornaio
3.	Slanted Door
4.	McCormick & Kuleto's Seafood Restaurant
5.	San Mateo Fish Market

Source: American Express Dish Tastemakers

* These rankings are based on the number of charges made by Tastemakers at restaurants. While they don't account for a restaurant's size or hours of operation, they do reflect the dining trends of an exclusive group of food-loving Cardmembers.

Tastemaker Picks

1. Perbacco (<http://thedish.amexnetwork.com/restaurant/1820>)
230 California St., San Francisco, CA 94111, 415-955-0663
-- The unique, warm and refined restaurant is steeped in the traditions of Italy, yet with a refreshingly modern feel and attitude. The setting casts this Italian restaurant as one of the most charming and deliciously understated establishments in the city.
-- "An extensive menu, true to the traditional Northern Italian cuisine."
2. Il Fornaio (<http://thedish.amexnetwork.com/restaurant/1261>)
520 Cowper St., Palo Alto, CA 94301, 650-853-3888
-- Offers traditional Italian fare in a lively and classic atmosphere, Il Fornaio is consistently a palette pleaser.
-- "The best treat is the Tour of Italy menu, which features dishes from one region in Italy each month."
3. Slanted Door (<http://thedish.amexnetwork.com/restaurant/1679>)
1 Ferry Building, San Francisco, CA 94111, 415-861-8032
-- Modern, Zen atmosphere combined with Asian fusion cuisine, Slanted Door has a complete aesthetic -- soup to nuts, floor to ceiling.
-- "Food quality and care of preparation was second to none. Everything I've ordered there has been fantastic."
4. McCormick & Kuleto's Seafood Restaurant
(<http://thedish.amexnetwork.com/restaurant/1296>)
900 North Point St., San Francisco, CA 94109, 415-929-1730
-- Adjacent to the acclaimed Ghirardelli Square, this dining establishment features phenomenal views of the San Francisco Bay and more than 30 varieties of seafood.
-- "A big room with big tables and small niches for private parties. As a bonus, it's just across the street from the ocean."
5. San Mateo Fish Market (<http://thedish.amexnetwork.com/restaurant/2483>)
1855 S Norfolk St., San Mateo, Ca 94403, (650) 349-3474
-- Seafood at its freshest, this restaurant spares no expense to deliver the freshest seafood straight from its own fishery, fishing boat and oyster farm.
-- "I love the prawns. Good atmosphere, good food."

More on Dish

In addition to the existing features and offers on the site, Tastemakers are encouraged to come back often to check out new offers from Dish. New today, Dish will provide incentive offers to Tastemakers -- which are discounts for off-peak dining.

"We're always looking for fresh ways to provide value to Cardmembers and in cities like San Francisco and New York with tens of thousands of restaurants to choose from, we knew we had an opportunity to connect our community of frequent dining Cardmembers," said Penni Berns, vice president of network and merchant marketing for American Express. "With Dish, we're able to provide valuable insights, information and offers because of our strong relationships with merchants and Cardmembers."

American Express Dish is currently available in San Francisco and New York City. To become a Tastemaker and start dishing, go to <http://www.amexnetwork.com/thedish>. Tastemaker participation is open to all U.S. consumers with American Express-branded cards.

This article comes from Hotel News Resource

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The URL for this story is:

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