

# Diners stay close to home 'Entertainment' survey shows

If it's Monday, and you and your family are going out to dinner, chances are you'll only travel about four miles to eat. On the other hand, if it is a Saturday, you'll travel further, perhaps as far as 13 miles.

These are the findings of a survey studying the dining habits of metropolitan Detroiters recently completed by Entertainment Publications, Inc.

"On the average, when metropolitan Detroiters dine out, they prefer to stay within 10 miles of home," said Kelly Sheffler, district manager/community fund-raising division at Troy-based Entertainment Publications, Inc.

The Entertainment survey, conducted as a project by students from the University of Michigan Business School, found that overall, metropolitan Detroiters will usually shop and dine within 10 miles of home. On special occasions people will travel farther, but prefer to stay along the main corridors of the area: Woodward, Northwestern Highway, I-96, Van Dyke and so on.

Lakeside Mall, Twelve Oaks Mall, Birmingham and Royal Oak all emerged as places to which people would travel a fit further than usual to dine or shop.

The tendency to stay close to home when dining out was a habit we always suspected, but having it confirmed through this study affirms our customer service strategy."

Now publishing its 38th edition, the dining guide has become a dining and shopping icon. By far, the most popular feature of the discount guide is the hundreds of dining coupons and offers contained in each book.

"Our goal is to get consumers to use as many of the offers contained in the book as possible. The primary way to satisfy this customer need we've learned is to publish four geographically segmented editions, each containing an abundance of dining and shopping offers from merchants in those communities," said Sheffler.

There is some overlap between areas, and all books include downtown Detroit and Windsor.

• North (\$40) — refers to Northern Oakland County including Royal Oak, Birmingham, Troy, the Bloomfield, Pontiac, Waterford, Clarkston, Lake Orion and Rochester Hills.

• East (\$40) — covers all of

Macomb County into Hazel Park and East Point and up through Romeo and Rochester.

• West (\$40) — covers the western suburbs of Wixom, Northville, Plymouth, Westland, Canton, Livonia, Novi, Farmington Hills and Southfield.

• Downriver (\$30) — is now this year and serves the communities of Taylor, Wyandotte, River Rouge, Grosse Ile, Trenton, Woodhaven, Rockwood and Carleton.

Entertainment Publications, Inc. is also offering Entertainment Gold, which entitles members to automatic discounts at hundreds of restaurants with just a swipe of the members' own valid Visa or MasterCard.

To register for the program, purchase an Entertainment '97 book from any of the hundreds of non-profit organizations distributing the book; then call an 800 number to register a valid MasterCard or Visa.

Gold members will receive an automatic 25 percent discount on their first visit to an establishment, and 10 percent discounts on all subsequent visits.

The discount applies to the entire bill (excluding taxes and

tips), a break from the tradition 2-for-1 type offers, and members can either use their Entertainment card first and then the electronic savings or visa versa.

To find the name of a local organization fund-raising with Entertainment '97 or to obtain more information on Entertainment Gold, call (810) 637-8444.

Highlights from the '97 edition include: Allegro, Camp Ticonderoga, the Money Tree, Joe Muer's Grill, Bruggers Bagels and McDonald's.

These establishments join long-time favorites such as Joe Muer's Sea Food, Mario's, Stellini, Woodbridge Tavern, and Olga's.

Besides dining, you'll find entertainment saving coupons as well. Coupons are offered for Pine Knob, AMC Theaters, Star Theaters, General Cinema, United Artists, Fisher Theater, Gem Theater, Detroit Red Wings, Lions and Pistons.

A wide variety of travel offers are also presented in each edition including airline, rental car, and cruise line discounts. There are hundreds of hotels throughout North America offering 50 percent off regular room rates.

**Hundreds of Great Local Offers!**

**and Now!**

DETROIT WEST EDITION

**entertainment '97**

STAFF PHOTO BY JIM JACOBSON

Dining bargains: Entertainment Publications, Inc. publishes four editions to serve metro Detroiters.

## RESTAURANT SPECIALS

Send information for Restaurant Specials to: Keely Wygonik, Taste/Entertainment Editor, Observer & Eccentric Newspapers, Inc., 36251 Schoolcraft, Livonia, MI 48150, or fax (313) 591-7279.

### SPECIAL EVENTS

**Pilte Street**  
• Oktoberfest theme dinner, Monday, Sept. 30, German wines and beers matched with German cuisine, 18 W. Pike Street, Pontiac, call (810) 334-7878 for reservations/information.

### Einstein's Bagels

Grand opening 10 a.m. Saturday, Sept. 21, 29191 Southfield Road in the Southfield Commons. The celebration will feature Donut Destruction using a mallet and butcher block, participants smash donuts to receive a free bagel, donations to several local charities based on the number of bagels thrown into each charity's designated basket, bagel painting and decorating.

Other Detroit-area stores include: 307 State Street, Ann Arbor; 4089 Maple Road, Bloomfield Township; 3043 Crooks, Troy; and 43450 Ford Road, Canton. In addition to an awesome selection of bagels,

Einstein's offers 11 choices of cream cheese spreads, bagel sandwiches, soups, fresh salads, fresh brewed coffees, teas and espresso drinks.

### Unique Restaurant Corporation

Five Matt Prentice Restaurants will celebrate the harvest during The Michigan Fall Feast, a week-long event showcasing the abundant delicacies found within the Great Lakes State. Festivities begin 7 p.m. Tuesday, Oct. 15 at Morels, A Michigan Bistro, (810) 642-1094, with a Strolling Harvest Dinner.

The feast will feature smoked whitefish strudel; butternut squash ravioli, apple grilled turkey salad, garlic and herb crusted veal roast; and for dessert, Almond Tulle.

The feast will be at America (810) 549-2000 on Oct. 16; Relish, (810) 489-8852 Oct. 17; Trattoria Bruschetta (810) 305-5210 on Oct. 18; and Sebastian's Grill (810) 649-6625 on Oct. 19. The cost is \$32.95 per person, not including tax and gratuity. A wine package is available at an additional cost. Call desired restaurant for reservations.

### Cafe Cortina

Celebrating 20th anniversary 5-9 p.m. Sunday, Oct. 20, at the restaurant, 30715 W. 10 Mile Road, Farmington Hills. Call (810) 474-3033 for information.

### Real Seafood Company

First Cigar Smoker 6:30 p.m. Tuesday, Oct. 22, on the front patio, 341 S. Main Street, Ann Arbor. Fine selection cigars, single malt scotch, specially prepared seafood dinner with choice wines. Cigar specialist will offer commentary about various tobacco and processes used to achieve desired flavors. Cost \$75 per person, inclusive. Seating limited, call (313) 769-5960, or (313) 668-6062.

Plymouth will stage its first Chili Cookoff 11 a.m. to 6 p.m. Sunday, Oct. 13, downtown in Kellogg park and the Gahring.

The Michigan District Competition, sanctioned by the International Chili Society, will feature a chili and salsa competi-

tion, live country entertainment, chili pepper eating contest, line dancing, western barbecue and classic Harley Davidson show. Net event proceeds will be donated to Make-A-Wish Foundation of Michigan. Contestants are being sought, call Annette Horn, (313) 455-8838 to participate in the event, or for more information.

Honey and Apples Festival Sponsored by Cranbrook Institute of Science, 1221 N. Woodward, Bloomfield Hills, Saturday & Sunday, Sept. 28-29 and Oct. 5-6. See honey uncapped from the combs, observe bees at work in two indoor hives, take a walk along wooded nature trails and assist with cider-making on an antique cider press. Call (810) 645-3209 for details.

Kosher Food Fair Jewish Community Center, Jimmy Francis Morris Building, 15110 W. 10 Mile Road, Oak Park, 1-4 p.m. Sunday, Oct. 20. Free samples of kosher foods,

Soup Cook-off, cooking demonstrations. Registration deadline for Kosher Soup Cook-off is Oct. 7. For more information, call (810) 967-1112.

### MENU SPECIALS

**Relish**  
Lobsterfest underway, \$15.95 special price continues through Sept. 30 at Relish, 34555 W. 12 Mile Road between Farmington Road and Drake Road) Farmington Hills. Special dinner features 1 1/4 pound Maine Lobster, sourdough bread, corn, cole slaw, baked potato. Call (810) 737-4URC for reservations.

**East Side Mario's**  
"Dinner for Two = Movies for You," through Sept. 30 at metro Detroit's three East Side Mario's restaurants. Each party buying two or more dinner entrees Sunday through Thursday, between 4 p.m. and closing, will be presented with a Blockbuster Video coupon. This coupon is valid Sundays through Thursdays, and expires Oct. 20. It is redeemable at any partici-

pating southeastern Michigan Blockbuster Video store location and allows the recipient to rent one movie and receive a second movie rental of equal or lesser value free. Blockbuster Video membership rules apply.

### COOKING CLASSES

**Pallo Northern Italian Ristorante**

Saturday morning cooking classes Oct. 12, Nov. 9, Dec. 14, Jan. 11, Feb. 8 and March 8, followed by midday feast. Cost \$45 per class. Class size limited, register early, call (313) 668-6062 or (313) 930-6100.

**Mac & Ray's**  
Offered by Jeff Baldwin at Mac & Ray's harborfront restaurant, 30675 North River Road, Harrison Township. Cost \$30 per class (includes class, luncheon, tax and gratuity). Seating limited to 40 per class. Call (810) 463-9660 to register. Upcoming classes: 10 a.m. to 2 p.m. Saturday, Oct. 5; October Fest!

## Something for Everyone at DIA CLASSES & WORKSHOPS

**TEACHER WORKSHOP: YOUNG TEAPOTS**  
September 28, 9:30 a.m.-4 p.m.

Chinese potters demonstrate their methods of making Young Teapots. Fee: \$25.

**DROP-IN WORKSHOP: TAPESTRY WEAVING**  
(all ages) September 28, noon-3 p.m.

Create your own weaving. Free with museum admission.

**YOUTHART WORKSHOPS: AFRICAN RHYTHMS**  
(ages 3-10) October 5, 10 a.m.-noon

Learn music and dance from West African traditions. Fee: \$10; members \$5.

**TALES FROM THE SUMMERLAND STORYTELLING**  
(ages 3-8 with adults) October 5, 1-3 p.m.

Tales of wisdom and wonder told with music and dance. Fee: \$7 child, \$3 adult; members \$5 child, \$2 adult.

**DRAWING**  
(ages 2-14) October 12, 18 & 25, 10 a.m.-noon

Explore drawing materials in the studio and the gallery. Fee: \$10; members \$5.

**ADULT CLASS: AFRICAN HANDBEATS AND HEADDANCES**  
October 12, 18 & 25, 7-9 p.m.

Verbal and musical traditions and head-dances in Africa are discussed. Fee: \$10; members \$5.

TO REGISTER CALL (313) 833-4249. TDD (313) 833-4254

**THE DETROIT INSTITUTE OF ARTS**

3200 Woodward Avenue, Detroit, MI 48202



The Observer & Eccentric Newspapers and its Arts & Entertainment staff, applaud the efforts of gallery owners, community arts council members and individuals who promote fine arts in our communities. In anticipation of the 1996-97 season, we would like to meet with each of you as we address your concerns regarding our coverage of art shows, exhibits, and other fine arts events.

Discussion will also include ways to work together as we deliver the message,

—Arts are Vital—

to the communities served by our newspapers.

This important exchange of ideas will take place in our Birmingham office on Wednesday, October 2, 1996 at 6 p.m. Please RSVP to Mary Klemic, Oakland County Arts Writer, Eccentric Newspapers, 805 East Maple, Birmingham, MI 48009, no later than 5:00 p.m. Friday, September 27, 1996.

To fax your response, call (810) 644-1314. Questions? Call (810) 901-2569

NAME \_\_\_\_\_

GALLERY/ARTS ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE/FAX \_\_\_\_\_

WORK/CONCERNS WOULD LIKE TO DISCUSS \_\_\_\_\_

## FARE THEE WELL!

FINAL WEEKEND!

MICHIGAN

## Renaissance Festival

SWEET EMMINGS WEEKEND - Sept. 28 & 29

~ Witness the "Tournament of Temptations" presented by Pioneer Sugar

~ Continuous Entertainment on 12 Themed Stages!

~ Over 1000 Costumed Participants!

~ Over 150 Jaded Craft Shoppers PLUS Plenty of Food, Drink & Fun!

Toll Free Hotline 1-800-601-4848

Advance tickets available at all Supermarkets, and participating Gasoline Stations.

10am to 7pm Rain or Shine • No Pets or Weapons please • Located off I-75, Exit 106, on the Highway, one mile north of Mt. Holly, FREE PARKING!

Ticket Prices: Adults \$12.50 Children 6-12 \$8.50 • 4 and under FREE!

FINAL WEEKEND SEPTEMBER 28 & 29, 1996

PIONEER SUGAR