



Swoon Kitchenbar Turns 20!

Hudson Valley's First Farm-To-Plate Restaurant Sets Standard Since 2004

HUDSON, NY April 12, 2024 — Swoon Kitchenbar has been devoted to serving elevated New American fare, while sourcing the Hudson Valley's rich bounty of ingredients, since 2004.

To mark this milestone, Swoon's founders - the talented husband-and-wife team of chefs Jeff Gimmel and Nina Bachinsky Gimmel - have created a handful of special events this Spring, Summer, and Fall. The objectives are to thank Swoon's customers for their years of love and support, and to celebrate the stylish restaurant's *raison d'être*, namely showcasing the freshest, highest-quality food the Hudson Valley has to offer.

"We are proud to use food and beverages sourced close to home - wherever possible - thereby forging precious partnerships with local farms and purveyors. We hope this not only heightens the integrity of the cuisine and overall culinary experience, but also fosters ties with the communities we serve," said Jeff Gimmel, Co-Owner and Executive Chef, who was a James Beard Foundation award nominee for Swoon.

The **Swoon Celebrates! Monthly Food Series** will spotlight a particular ingredient at its peak of ripeness and flavor. From April through November, the restaurant will offer during the last two weeks of every month a \$59 4-course prix fixe menu (in addition to the regular menu) that artfully and creatively utilizes the "star" ingredient, from appetizer through dessert. Kicking off the series April 17-28 is a focus on ramps – menu attached. Subsequent months will feature local asparagus (May), cherry & strawberry (June), corn (July), tomato (August), chili pepper (September), mushroom (October), and squash (November). *Please visit the 20th Anniversary page on Swoon's website for a complete list of events and updated menus:* www.swoonkitchenbar.com/20th.

Also, on Thursday, June 13 Swoon will turn back the clock to "mid-aughts" prices and meld its weekly Burger Thursdays and Oyster Fridays happenings into a one-time-only "**Burgers & Oysters @ 2004 Prices**" evening! Menu to follow; reservations are now being accepted on Resy.

The "**20 Years of Swoon Highlights Menu**" will be offered from June 14 through 16 only, and will feature beloved signature dishes from over the years. The à la carte menu



will be posted soon on Swoon’s website and Instagram and Facebook feeds (@swoonkitchenbar).

“In addition to these exciting, food-focused activations on-premises, Swoon acolytes should stay tuned to social media, where the restaurant will be visible via gift card giveaways and features – on both Swoon’s feeds as well as local influencers’ with whom Swoon is collaborating to cast a wide net about this milestone event,” added Greg Deligdisch, Founder of Food Dine Wine Marketing.

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About Swoon Kitchenbar

Swoon Kitchenbar was founded on a deep respect for fresh, seasonal, and local ingredients – all carefully coaxed into delicious, elevated dishes bursting with flavor and texture. It is farm-to-plate cookery in the Hudson Valley at its finest.

A thoughtfully curated, ever-changing fine dining menu with choices for every taste and mood. An expertly selected yet surprisingly extensive wine list and beverage program, meant to be savored. Professional service, warm hospitality in a relaxed yet stylish space, anchored by an impressive, long bar. And finally, a palpable sense of community where people gather to connect and enjoy great food and drink.

What sets the cuisine apart is an unwavering attention to detail to the sourcing of ingredients and preparation of each dish. Because of the Gimmels’ dedication to sourcing locally, the dishes change slightly every day, so the menus are printed daily.

Swoon is located in an early 19th century building on Warren Street, in Hudson, NY. The country chic rooms feature soaring ceilings and a bounty of freshly cut flowers. www.SwoonKitchenbar.com.

About Food Dine Wine Marketing

Food Dine Wine Marketing (www.fooddinewine.com) is a boutique agency helping small business take flight. It operates not only in the restaurant and food & beverages spaces, but also boasts clients in the specialty foods, lifestyle, health & wellness, and luxury sectors. info@fooddinewine.com.