

## AZ Insider: Wealth of Breakfast Bargains This Weekend!

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Kathy Shayna Shocket has the inside scoop on the stories that make headlines.



### Kathy's dish on the list of restaurants for Arizona Breakfast Weekend.

This weekend you can celebrate an over-the-top gourmet breakfast for as low as \$7 at one of over 50 Valley restaurants. From sizzling Southwestern and soothing comfort foods, to five-star dining and international fare, it's all on the table during Arizona Breakfast Weekend.

The inaugural promotion launched by the **Arizona Restaurant Association** is now through August 2nd boasting eateries like **The Good Egg**, **Rusconi's American Kitchen**, **Virtu** and **Proof** at the **Four Seasons**. Here's the entire list of participants <http://www.arizonabreakfastweekend.com/>

The deals vary according to each restaurant, so you might want to check before you go. The various breakfast options, depending on the eatery, will be at \$7, \$15 or \$25 per person or couple. No tickets required.

Among your options is the **Wildflower Bread Co.**, where you can indulge in the culinary delights as well as feed your soul with passion. The mouthwatering veggie-egg sandwich pictured above, for example, is among your choices at 12 of Wildflower's participating locations throughout Arizona. Here's a taste of its fast casual ambiance.



Founder and owner **Louis Basile** and his team are inviting you to join them for the \$7 option of a beverage and one of its five fresh egg sandwiches. Served between your choice, of course, of one of **Wildflower's** 15 variety of breads.

Make a special note that Breadheads work here. Many of them hand shape the breads. And they take personal pride in your **Wildflower** experience. You see, **Wildflower** prepares all their own bread at its Scottsdale production facility, taking three days for one loaf! "It's a time honored tradition of making world-class bread," notes **Louis Basile**.

For those familiar with the promotional dinner prices offered during Arizona Restaurant Week, the ARA's **Steve Chucri** says that diners can expect to experience the same culinary diversity, excellence and innovation of Arizona Restaurant Week.

So if you're wanting to try something new this weekend, or just indulge at a familiar favorite.... rise and dine for Arizona Breakfast Weekend. ....Bon Appetite.



**Kathy Shayna Shocket** is a freelance Writer and TV-Field Producer based in Phoenix, AZ. She's a former TV-Reporter who's also written for national publications such as **TIME** Magazine, **MONEY** Magazine, **PEOPLE** Magazine, the **Hollywood Reporter** and **The NEW YORK TIMES**. She can be reached at [redcarpetgirl@aol.com](mailto:redcarpetgirl@aol.com)