

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Martha Davenport
VBRA Executive Director
757-567-9304
director@dineinva.com



2026 Virginia Beach Restaurant Week Taste & Traditions: A VA250 Culinary Celebration Comes to Virginia Beach

Local restaurants honor 250 years of Virginia’s food heritage during special Restaurant Week

VIRGINIA BEACH, VA – January 5, 2026– The Virginia Beach Restaurant Association (VBRA) is proud to announce *Taste & Traditions: A VA250 Culinary Celebration*, a one-of-a-kind Restaurant Week program honoring America’s 250th anniversary through food, flavor, and community.

Set for January 16-25, 2026, *Taste & Traditions* invites residents and visitors to explore Virginia Beach’s vibrant dining scene with special prix-fixe menus inspired by 250 years of culinary history. Participating restaurants will showcase innovative takes on traditional Virginia ingredients—such as oysters, peanuts, sweet potatoes, ham, and crab—while weaving in the cultural influences that have shaped the Commonwealth’s cuisine since the 18th century.

“Food has always connected people and preserved stories,” said Martha P. Davenport, Executive Director of VBRA. “*Taste & Traditions* gives our community a chance to experience history through the flavors of today, while supporting the restaurants that continue to make Virginia Beach a culinary destination.”

Historic-Inspired Menus: Restaurants will feature dishes influenced by Virginia’s Indigenous,



colonial, and regional food traditions—and may also present personal chef selections reflecting their traditional dishes, family recipes, and cultural flavors that have inspired their culinary journey.

In partnership with the Virginia Beach Convention & Visitors Bureau, Virginia Beach VA250 Commission, Virginia is for Lovers®, local suppliers, breweries, and wineries, *Taste & Traditions* will highlight not just what we eat, but how food has shaped Virginia’s culture, economy, and community across generations.

Dine & Stay Program

Expanding the celebration beyond the plate, VBRA has partnered with members of the Virginia Beach Hotel Association and other lodging partners to offer exclusive Dine & Stay experience. Guests are invited to extend their experience—enjoy specially priced Restaurant Week menus while taking advantage of exclusive discount rates at participating hotels and lodging partners, creating a seamless Dine & Stay experience for both visitors and locals. This program brings together two of Virginia Beach’s strongest hospitality pillars—food and lodging—creating a curated coastal getaway that honors history and elevates the overall visitor experience. The Virginia Beach Restaurant Association (VBRA) received a \$5,000 tourism marketing grant from the Virginia Tourism Corporation (VTC) through the Microbusiness Marketing Leverage Program to support the Dine & Stay initiative in conjunction with Virginia Beach Restaurant Week.

Through matching funds provided by Virginia Beach Restaurant Association, the campaign promotes off-season travel, encourages extended stays, and highlights the strong connection between dining and lodging in Virginia Beach.

These grants are part of VTC's statewide effort to leverage local investment with state funding to drive visitation, support small businesses, and strengthen Virginia's tourism economy under the Virginia is for Lovers® brand.

"This celebration is more than a meal—it's a journey through Virginia's past, present, and future," said Martha P. Davenport "*We invite everyone to pull up a chair and be part of history.*"

For participating restaurants, menus, and event details, visit www.dineinvb.com and follow along on social media @dineinvb.

ABOUT THE VIRGINIA BEACH RESTAURANT ASSOCIATION

The Virginia Beach Restaurant Association (VBRA) is the only dedicated restaurant business association in Hampton Roads, representing over 130 local restaurants.

VBRA advocates for policies that support a vibrant, sustainable hospitality industry while promoting Virginia Beach as a premier culinary destination.

www.dineinvb.com

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\) !\[\]\(96a82dd1250f57fd139c5f3b80c9d977_img.jpg\) /dineinvb](#)

###