



## FOR IMMEDIATE RELEASE

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### Press Release **FEARLESS CRITIC RESTAURANT GUIDE STRIKES GOLD IN DALLAS, AND LAUNCHES AN IPHONE APP**

Fearless Critic unveils its first ever Dallas restaurant guide, a lean and lovingly mean book of Dallas's top 250 places to dine, as compiled from a discerning panel of local food writers. The slim and plucky collection of reviews guides readers through Dallas's dining scene—not an easy assignment in a city that boasts a lot of bests.

As curiosity grows beyond its staple beef and Tex-Mex following, so too does Fearless Critic's appetite for Dallas cuisine...but what to do when hunger strikes on the streets? Dallas restaurants are virtual, baby. Publishers Robin Goldstein and Alexis Herschkowitsch are debuting the **Fearless Critic Restaurant Guide iPhone app**, a navigable guide around the city's dining options.

The Fearless Critic app simplifies the process of finding the restaurant you're looking for in any situation, with any cuisine, at any price point. For a more visual selection, simply use your fingers to drag the local map, and zoom in or out, to see the best restaurants within reach indicated by an intuitive color-coded traffic light system. Green, yellow, and red pins mark Fearless Critic's top,



medium, and lower-ranked restaurants in the vicinity. For a more verbal selection, the “List” function organizes restaurants based on rankings, and includes the full text of each review.

The revised and updated content—both in the book and on the web—continues to strike a chord with consumers frustrated with overpriced fine dining establishments unworthy of the hype, and eager for a brutally honest look at what really tastes good in town, regardless of the fluffed reputations of bloated icons. And the reviews, although now much shorter, still have the bite and personality that people have come to expect from Fearless Critic. It also still delivers useful lists ranking everything from taste and atmosphere, to wine, beer, cocktails, and even margaritas; restaurants in the lists are divided by genre, location, hours, and vegetarian- and kid-friendliness.

While the national media makes noise about the newest this and shiniest that in Dallas, Fearless Critic’s panelists offer much more by discovering and sharing the best-kept secrets and the best dishes in town, like Nam Hua’s sublimely executed banh xeo, easily the best rendition in Dallas. And true to form, Fearless Critic bursts the bloated egos of the overpriced and inauthentic restaurants, affirming that despite the scene, Sambuca 360 serves truly dismal food, and that mediocre chains such as RA Sushi “seemed sexier after a few sugary cocktails.”

In addition to Dallas, Fearless Critic is simultaneously issuing its first guide to San Antonio, its third edition for Houston, and its fourth edition for Austin. All cities are accessible on [fearlesscritic.com](http://fearlesscritic.com) and on the app.

*The Dallas Restaurant Guide* is now available at local and national bookstores, food and wine stores, [powells.com](http://powells.com), [amazon.com](http://amazon.com), [bn.com](http://bn.com), and everywhere else books are sold.

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**Details** Fearless Critic Dallas Restaurant Guide • [fearlesscritic.com/dallas](http://fearlesscritic.com/dallas)  
Fearless Critic Media • July 2011 • 336 Pages  
ISBN 978-1-60816-018-1 • US\$12.95

Distributed by Workman Publishing Company  
225 Varick Street • New York, NY 10014  
Orders: Tel +1 800 722 7202 • Fax +1 800 521 1832 • [workman.com](http://workman.com)