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OpenTable and Prominent Restaurateurs Launch "Let's Raise the Glass" Campaign to Support Those Affected by the Napa and Sonoma Wildfires

National campaign encourages restaurants to unite by donating a portion of California wine sales to local recovery and rebuilding organizations

SAN FRANCISCO, Nov. 13, 2017 /PRNewswire/ -- [OpenTable](#), the world's leading provider of online restaurant reservations and part of The Priceline Group (NASDAQ: PCLN), and prominent restaurateurs, today announced "[Let's Raise the Glass](#)," a national campaign to support those impacted by the devastating California wine country wildfires.



Let's Raise the Glass was inspired by Charleston Grill Sommelier Rick Rubel with the help of General Manager Mickey Bakst as a single restaurant's effort to donate a portion of the proceeds from every glass or bottle of California wine sold.

"Throughout my career, the wineries have always been there to help us with our charitable efforts," said Mickey Bakst, Charleston Grill GM. "Now, it's time for the restaurant community to step up and support the industry that is so essential to our businesses."

Bakst, along with Daniel Boulud, Sean Brock, Suzanne Goin, and Danny Meyer, are part of the coalition of restaurateurs and chefs who have joined forces with OpenTable in participating in Let's Raise the Glass, encouraging restaurants to donate a portion of their wine sales through the end of December to the Let's Raise the Glass Fund, whose proceeds will benefit the [Sonoma Resilience Fund](#) and [Napa Valley Community Disaster Relief Fund](#). The coalition is also being supported by WPP agencies: MiNY, Wavemaker, H+K and Kantar.

"Restaurants are integral to the fabric of every community and play a unique role in bringing people together in times of joy and crisis," said Scott Jampol, OpenTable Senior Vice President of Marketing. "By building a national coalition of restaurants, chefs, and other industry supporters, we hope to make an impact on helping the Napa and Sonoma communities reclaim their lives and livelihoods."

OpenTable will be building awareness for the campaign by promoting it to millions of diners. All restaurants are invited to participate and can learn more and sign up at [LetsRaisetheGlass.com](#).

About OpenTable

OpenTable, part of The Priceline Group (NASDAQ: PCLN), is the world's leading provider of online restaurant reservations, seating more than 23 million diners per month via online reservations across more than 43,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants

deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over 1.4 billion diners around the world via online reservations. OpenTable is headquartered in San Francisco and has bookable restaurants in more than 20 countries, including Australia, Canada, Germany, Ireland, Japan, Mexico, the Netherlands, United Kingdom and the United States. Restaurants are available for reservations in Dutch, English, French, German, Japanese, and Spanish languages.

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