



THE LIST PLUS: UPSCALE RESTAURANTS

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• JASON'S TAKE

Our Upscale Restaurants list was waiting for me when I returned from a recent vacation to San Francisco. I couldn't help comparing the two cities and their dining scenes when compiling extra data to go along with our list.

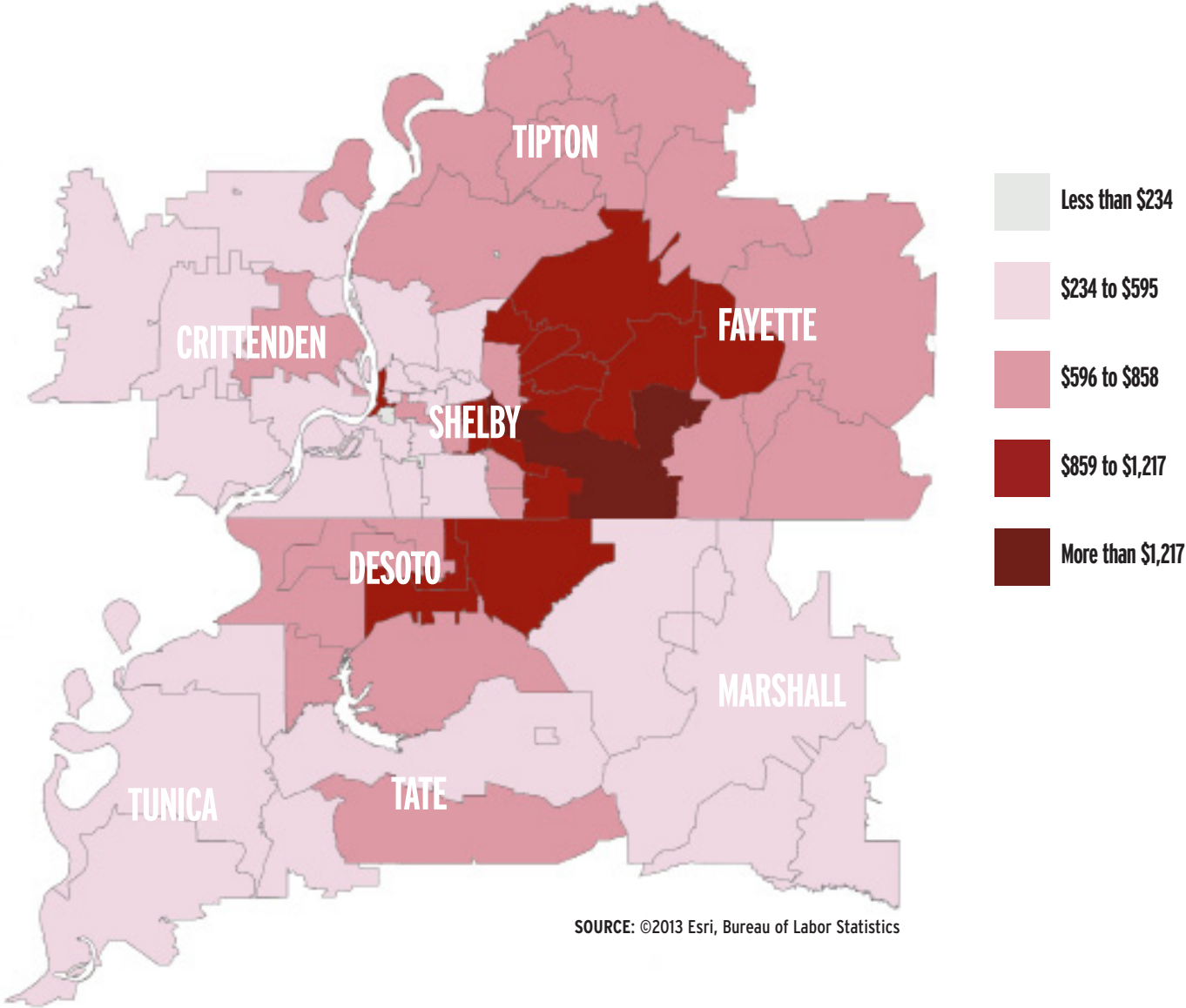
While you seemingly could look to your left or right on any street in San Francisco and see a good restaurant, the quality and variety of upscale dining in Memphis makes up for the smaller number of establishments here when compared with the Bay Area. I could imagine many of the restaurants on our list thriving in San Francisco just as they are here.

The List Plus data page this week is geared to show you where upscale diners go to eat and where those dollars come from within the Memphis area.

Data specific to the Memphis MSA provided by Redlands, Calif.-based Esri illustrates in chart and map form what households in area ZIP codes spent the most on upscale dining in 2012.

Crunching the numbers for restaurants that made the upscale list and those that just missed point to just how far Downtown has been revitalized in the last decade, with almost 30 percent of upscale restaurants residing in the 38103 ZIP code. Equally vibrant restaurant scenes are in East Memphis, Midtown and Tunica.

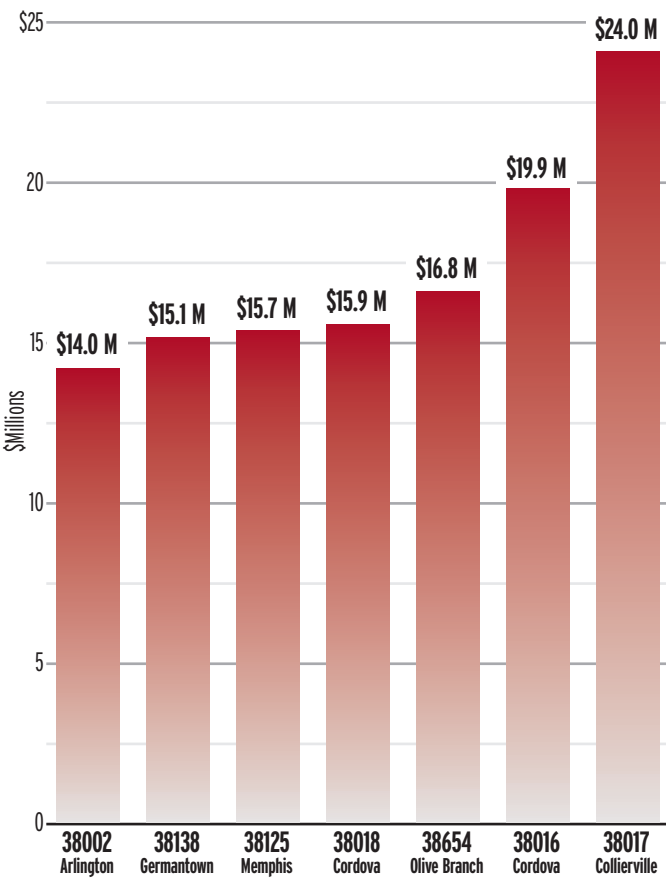
AVERAGE AMOUNT SPENT ANNUALLY IN FULL SERVICE RESTAURANTS, 2012



AVERAGE AMOUNT SPENT ANNUALLY PER HOUSEHOLD IN FULL SERVICE RESTAURANTS, 2012

	ZIP code	Dinner	Wine
1 Germantown	38139	\$2,004	\$113
2 Germantown	38138	\$1,534	\$84
3 Memphis	38120	\$1,468	\$86
4 Collierville	38017	\$1,442	\$73
5 Eads	38028	\$1,217	\$59
6 Cordova	38018	\$1,144	\$60
7 Memphis	38119	\$1,143	\$62
8 Cordova	38016	\$1,126	\$58
9 Memphis	38125	\$1,121	\$56
10 Southaven	38672	\$1,073	\$54
11 Memphis	38103	\$1,054	\$63
12 Arlington	38002	\$1,045	\$52
13 Memphis	38117	\$1,013	\$52
14 Memphis	38135	\$995	\$49
15 Olive Branch	38654	\$993	\$49

WHO SPENDS THE MOST ANNUALLY IN FULL SERVICE RESTAURANTS, 2012, BY ZIP CODE



AVERAGE PRICE: DINNER FOR TWO



FINDING UPSCALE DINING: NUMBER OF RESTAURANTS BY ZIP CODE

