

Jersey Shore Restaurant Week™
Friday, April 13-Sunday, April 22, 2012

Jersey Shore Restaurant Week has become the premier food and beverage event at the Jersey Shore. We are now the largest RW in New Jersey and one of the largest in the region. We thank all of our participating restaurants and the thousands of diners who eagerly participate each year.

New for April

There has been some concern expressed that RW has become too successful and that there are "too many restaurants" participating. Our committee has analyzed and discussed this at length. Here is what we have decided:

1. RW is designed to benefit both the consumer and the restaurant. We would do both a disservice by limiting participation.
2. In analyzing the situation, the restaurants with the most interesting and creative menus had no trouble drawing customers. 90% of consumers tell us they visit our website to look at menus before deciding where to go for dinner. Simple logic says people will be drawn to the most enticing menus.

Nevertheless, here is what we plan to do:

1. For April **we will strictly enforce the February 1st sign-up deadline.**
2. We are going to increase our advertising expenditure in total and advertise outside the Jersey Shore in an effort to bring new people to the event.
3. We are increasing the number of options for participation;
 - a. **DINNER.** 3 courses with three appetizer, three entrée and three dessert choices for \$20.12 or \$30.12. Cost: \$350 for a full service restaurant. \$225 for a BYOB.
 - b. **LUNCH ONLY.** 2 courses; an entrée (with 3 options) and one of the following: appetizer, salad, dessert, glass of beer/wine. **\$15.12 or less.** Cost: \$250
 - c. **DINNER and LUNCH** above. Cost: \$350 for a full service restaurant, \$225 for a BYOB.

ADVERTISING/PROMOTION

- Jersey Shore Restaurant Week™ Web Site (www.jerseyshorerestaurantweek.com)
- 300+ radio spots on The Point, WOBN, 101.5 and other stations
- 70,000 direct mail drop
- 2 Full page ads in the Tri-City news
- 1 Full page ad in the Coast Star
- 50,000 posters, table tents and credit card stuffers
- Facebook and Twitter posts
- JSRW weekly emails- 10,000 people
- Facebook advertising to other areas of the state

PROGRAM REMINDERS

1. All restaurants are required to post the JSRW logo on their site. Failure to post the logo may result in cancellation of participation with no refund.
2. Menus must be submitted no later than **March 29th** for posting on the JSRW site. No menus will be accepted after that date. Remember 80% of consumers told us they looked at the menus before deciding where to go.
3. If you are only going to offer the RW only until 7pm on Friday and Saturday nights, it must be posted on your menu that you submit to us and you must tell customers when they are making a reservation.
4. Companies with more than one restaurant are required to pay a restaurant fee for each restaurant. Additional restaurants from the same company will be charged \$275 for full service restaurants and \$175 for BYOB's.

COST

Dinner or Lunch and Dinner- \$350 full service restaurants, \$225 BYOB Restaurants.
Lunch Only- \$250

This fee includes posters, table tents, credit card stuffers, inclusion in print ads, placement on the JSRW web site, menu posting on the site and Special Event promotion.

Jersey Shore Restaurant Week™
Restaurant Guidelines and Participation Commitment
April 13-22, 2012

The objectives of Restaurant Week are to boost business for restaurants during a traditionally slow time of year and to encourage consumers to dine out more often and try new restaurants. Three (3) course meal prices have been designed to accommodate both casual pub style restaurants and fine dining restaurants and to provide real value for the consumer.

1. Cost of participation in Restaurant Week is \$350 for a full service restaurant and \$225 for a BYOB for the dinner or dinner and lunch option, and \$250 for lunch only. Additional restaurants from the same company will be charged \$275 and \$175 respectively.
2. Participants are required to offer a three (3) course meal with three (3) appetizer, three (3) entrée and three (3) dessert choices every night during Restaurant Week for either \$20.12 or \$30.12. Lunch option must offer three (3) entrée choices and one (1) of the following: appetizer, salad, dessert, glass of beer/wine for \$15.12 or less. Failure to offer three choices in each category will result in menu rejection.
3. Menu items do not have to come from the restaurant's regular menu, but should be representative of the restaurant's style of cooking.
4. Participants are free to offer supplemental items on their Restaurant Week menu, but only if the three choices in each category have been met. For example, a 4th entrée could be offered, perhaps a strip steak, with a supplemental cost, but only if there are three choices offered under the established price guidelines.
5. Participants have the option of offering the RW menu on Friday and Saturday nights only up until 7pm. If you select this option, it must be included on the menu that you submit to RW and customers calling for reservations must be informed of the limitation.
6. **Deadline for menu submission** to be included on JSRW website is **March 29th**. No exceptions.
7. Use of the Jersey Shore Restaurant Week™ logo is granted to each participant for the duration of Restaurant Week and must be used in all communication to the consumer; websites, print, posters, menus, table tents, credit card stuffers and the like. **JSRW logo must be included on your website.**
8. Jersey Shore Restaurant Week™ will provide all participants with Restaurant Week posters, table tents and credit card stuffers. Participants are encouraged to make use of these materials in the weeks leading up to the event to help insure its success
9. Violations of Restaurant Week Guidelines may affect future event participation.

Jersey Shore Restaurant Week™ Participation Invoice
Friday, April 13-Sunday, April 22, 2012

Deadline for April 2012 Restaurant Week Sign-Up is **February 1, 2012**

I have read and agree to the terms of the Restaurant Guidelines included in this package.

Signature of Owner or Manager

Name of Restaurant

PARTICIPATION FEE
(Please Check Applicable Fee)

____ \$350.00 Full Service Restaurant

____ \$225.00 BYOB Restaurant

____ \$250.00 LUNCH ONLY

PAYMENT
Sign-Up

On-Line: This form can be completed and payment made on-line at
www.jerseyshorerestaurantweek.com.

Mail to: Or, it can be completed and mailed with your check in the enclosed, self addressed and stamped envelope.

JSRW
Box 352
Brielle, NJ 08730

KICK-OFF PARTY

If you would like to participate in our gala Kick-Off Party which showcases the top chefs at the Jersey Shore, please contact Amber Forbes at: 732-644-5751 or amforbesinator@gmail.com.