

**Jersey Shore Restaurant Week is April 21-30, 2023**

**SIGN-UP DEADLINE is February 1, 2023**

**OBJECTIVES**The objectives of Jersey Shore Restaurant WeekTM are to boost business for restaurants during traditionally slow times of year (April and November) 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, while providing real value for the consumer.

**WHY PARTICIPATE?**

**EXPOSURE**.
1. Our website gets over 60,000 unique visitors and over 500,000 page views in the weeks
 before the event. 90%+ of consumers visit our website to look at menus
2. Google Analytics indicates, 22% of Restaurant Week website visitors come from outside New
 Jersey. New customers!
3. 50,000 posters, table tents and bill stuffers help you promote in-house
4. Your restaurant is listed in a 4 color – two sided insert in the Asbury Park Press that
 goes to over 30,000 homes.
5. Your restaurant is listed in a full page ad in the Tri-City News
6. Facebook ads reach another 100,000 people
7. Over 600,000 emails promote the event.

**IT’S GOOD FOR BUSINESS**
1. Restaurants report 10-40%+ revenue increases.
2. Follow-up surveys indicate that 86% of consumers try a new restaurant during RW and that
 they dine out 50% more than during a normal week.
3. 85% of restaurants believe RW brings in more people even if they don’t order from the RW
 menu.

**MARGIN PROTECTION**
In order to help protect your margins during RW we have four program elements to help:
1. You are able to limit the RW menu on Friday and Saturday to 6pm.
2. You can add supplemental items to your menu (ie. +$8.00 for a NY Strip, wine
 specials) after satisfying the basic requirements.
3. Our sponsors JVrola and Cuttler Produce offer RW order discounts.

**PLEASE NOTE**1. Menu prices are now $30.23 for casual restaurants/pubs and $40.23 for fine dining restaurants
2. You may restrict your menu on Friday and Saturday nights, serving the RW menu only until 6pm.
3. You must offer the RW menu every night but can restrict the time only on Fridays and Saturdays.

4. We will enforce late fees for the April event. Too many people are signing up after the deadline, which
 makes it difficult to order marketing materials.
5. We urge you to get your menus in on time. You are missing opportunities to get reservations when there is
 nothing for the consumer to look at.

**IMPORTANT DATES**1. Sign-up deadline is **February 1st**
2. Menus are due **March 17th**

**MENUS**

1. Please **send your menu** to **jennifer@jerseyshorerestaurantweek.com** to avoid delays in having it posted
2. You **must** tell us when you submit your menu if you are restricting it to serve until 6pm only on Friday and/or Saturday nights
3. Please do not submit your menu without the minimum required three (3) choices in each course category – appetizer, entrée and dessert – it will not be posted until it meets our minimum requirement
4. Participants are free to offer supplemental items on their JSRW menu, but only after the minimum choice requirement has been met – for example, a 4th entrée could be offered with a supplemental cost, but only if there are three entrée choices offered under the established price guidelines

**RESTAURANT REQUIREMENTS**

Participants are required to offer the RW menu every day of Restaurant Week:

**LUNCH**

Lunch option must offer (3) entrée choices and at least (1) of the following: appetizer, salad, dessert, glass of beer or wine – for **$20.23** or less

**DINNER**

Dinner option must offer a three (3) course meal with a minimum of (3) appetizer, (3) entrée and (3) dessert choices every night during the 10-day Restaurant Week period for either **$30.23** or **$40.23**

***Failure to offer the proper choices on your menu will result in menu rejection!***

**COST OF PARTICIPATION – From only $17.50 per day**

**$175 –** Breakfast and/or Lunch ONLY – BYOB

**$250 –** Breakfast and/or Lunch ONLY – Full Service

**$250 –** Lunch and/or Dinner – BYOB

**$350 –** Lunch and/or Dinner – Full Service

**Jersey Shore Restaurant WeekTM Participation Invoice**

Sign-up deadline for April 2023 Jersey Shore Restaurant WeekTM is **February 1, 2022.** Restaurants are noted considered to be “signed-up” until the participation fee has been received by JSRW. Sign-ups after February 1st will incur a $75 late fee; after March 1st, a $100 late fee.

The participation fee includes **posters, hostess stand easel, bill stuffers, inclusion in print ads, placement on the JSRW website, menu posting on the website** and Special Event promotion. Companies with more than one restaurant with different names are required to pay a participation fee for each restaurant. The first restaurant will be at the regular price – additional restaurants from the same company will be charged $275 for full-service restaurants and $175 for BYOB’s.

**COST** (check one)

\_\_\_\_ $175 – Breakfast and/or Lunch ONLY – BYOB

\_\_\_\_ $250 – Breakfast and/or Lunch ONLY – Full Service

\_\_\_\_ $250 – Lunch and/or Dinner – BYOB

\_\_\_\_ $350 – Lunch and/or Dinner – Full Service

**CONTACT INFORMATION:**

Restaurant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Restaurant Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Restaurant Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Restaurant Website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Cell Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SIGN-UP**

Online at [www.jerseyshorerestaurantweek.com](http://www.jerseyshorerestaurantweek.com) or send to: JSRW, Box 352, Brielle, NJ 08730

Questions? Call Jim Flynn at 732.859.5643