**Jersey Shore Restaurant Week is November 7-16, 2025**

**Sign-Up DEADLINE is September 1, 2025**

**The Case for Participation**

1. 93% of participants have been in since the beginning in 2009. It must be working for them.
2. All restaurants report significant increases in business during RW with 45% showing increases of 10-20%, 20% registering 21-34% increases and 35% reporting increases of 31-41 % and more
3. 86% of the restaurants believe that RW brought in more people even if they didn’t order off the RW menu
4. At $35/day or $25/day (for BYOB’s) there isn’t another vehicle out there that can give you this kind of exposure
5. Consumers tell us they dine out 50% more than a normal week during RW
6. 90% of participating consumers tell us they try a new restaurant during RW
7. **NEW!** $25,000 print and digital media package with the Asbury Park Press

**Please Note:**

1. Menu prices are **$32.25** (BYOB) and **$42.25** (Full Service)
2. You may restrict your menu on Friday and/or Saturday nights, serving the RW menu only until 6pm
3. You must offer the RW menu **every night** of the 10-day RW event, but you can restrict the time only on Fridays and Saturdays

**Important Dates:**

* Sign-up deadline is **September 1st**
* Menus are due **October 1st**

**Menus:**

* Please **send your menu directly** to **jennifer@jerseyshorerestaurantweek.com** to avoid a delay in having it posted
* 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
* 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
* 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 choice 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**

If you choose to offer a special lunch, it must include (3) entrée choices and at least (1) of the following: appetizer, salad, dessert, glass of beer or wine – for **$22.25** 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 **$32.25** or **$42.25**

**Jersey Shore Restaurant WeekTM Participation Invoice**

Sign-up deadline for November 2025 Jersey Shore Restaurant WeekTM is **September 1, 2025.** Restaurants are not considered to be “signed-up” until the participation fee has been received by JSRW. Sign-ups after September 1st will incur a $75 late fee; after October 1st, a $100 late fee.

The participation fee includes **posters, bill stuffers, inclusion in print ads, placement on the JSRW website, menu posting on the JSRW 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 to Participate** (check one)

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

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

A logo for a restaurant

Description automatically generated\_\_\_\_\_ $250 – Lunch and/or Dinner – BYOB

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

**Contact Information:**

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

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

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

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

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

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

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

**Sign-Up:**

1. **Online:** www.jerseyshorerestaurantweek.com/signup
2. **Mail**: Send to: JSRW, Box 352, Brielle, NJ 08730
3. **Venmo**: @JSRWeek

Questions? Call **Jim Flynn** at **732.859.5643**