



Jersey Shore Restaurant Week is March 28-April 6, 2025

Sign-Up DEADLINE is February 5, 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 a day or \$25/day (for BYOB restaurants) there is not 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.

Please Note:

1. JSRW is earlier this year so that we don't conflict with Easter or Passover, thereby maximizing your return.
2. Menu prices are **\$32.24** and **\$42.24**
3. You may restrict your menu on Friday and/or Saturday nights, serving the RW menu only until **6pm**.
4. 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 **February 5th**
- Menus are due **March 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 **\$22.24** 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 **\$32.24** or **\$42.24**

Jersey Shore Restaurant Week™ Participation Invoice

Sign-up deadline for March 2025 Jersey Shore Restaurant Week™ is **February 1, 2025**.

Restaurants are not 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, 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

_____ \$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:

Online at www.jerseyshorerestaurantweek.com OR send to: JSRW, Box 352, Brielle, NJ 08730

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