

**April 22-May 1, 2022**

**SIGN-UP DEADLINE IS FEBRUARY 1, 2022**

**UPDATES**

* **CHANGE**. We are increasing the menu price to **$35.22** and **$25.22** for dinner and **$17.22** for lunch. We have increased menu prices by $3 in the last year.
* **CHANGE.** If you decide to limit the RW menu on Fridays and Saturdays, we are changing the cut-off time from **7pm to 6pm**. We suggest offering the RW menu from 4-6pm on those days.
* One of the reasons JSRW has been successful is its consistency. Everyone operates by the same rules and the consumer knows what to expect. When someone “goes off the reservation” and creates their own rules, it diminishes the entire event. *Restaurants who do not abide by the rules set forth in this agreement will immediately be taken down from the website and will not receive a refund of the participation fee*. To be clear, **you must offer the RW menu every day you are open. You can restrict the menu to 6pm ONLY on Friday and Saturday nights.**

**SPECIAL OFFER**

To help us plan better, we are offering an incentive to sign-up early. Pay your participation fee and send us your menu (you can change it later if need be) by January 15th and we will feature you on our website and in our social media in the month before the event.

**OVERVIEW**

* 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 view participant menus
* Google Analytics indicates that **22% of Jersey Shore Restaurant Week website visitors come from outside New Jersey –** new customers!

**SIGN-UP**

The sign-up deadline is **February 1, 2022.** We will remind you every two weeks until that date. You are not considered “signed-up” until we receive your participation fee. Restaurants who sign-up after February 15th will be subject to late fees, which we will enforce.

**MENUS**

* **Menus are due March 18, 2022**
* Please send your menu to **jennifer@jerseyshorerestaurantweek.com** to avoid delays 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

**MARKETING**

* 50,000 Posters, table easels and bill stuffers
* 30,000 Home distribution of Asbury Park Press 4 color insert
* 600,000 emails
* Facebook/Instagram posts and paid advertising

**Jersey Shore Restaurant WeekTM – April 22, 2022**

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.

**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 **$17.22** 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 **$25.22** or **$35.22**

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

All participating restaurants are required to post the JSRW logo on their website. Failure to post the logo may result in cancellation of participation with no refund.

**MENUS**

* ***Menus must be submitted no later than March 18, 2022*** for timely posting on the JSRW website - menus received after March 14th will be posted as time allows and in the order they are received
* Send your menu directly to Jennifer – **jennifer@jerseyshorerestaurantweek.com –** to avoid posting delays
* 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
* For dinner, ***you can restrict your menu on Friday and/or Saturday nights only to serve until 6pm.*** If you plan to do so, **you must advise us of the restriction when you submit your menu** so that we may include this information on our website and you must tell customers when they are making a reservation. Consumers do not like this restriction, but we understand the need for it. Problems can be mitigated by the following:
	+ Make sure we know you want to restrict the menu
	+ Be sure your reservationists communicate the restriction

**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 2022 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 15th, 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