



Recommended Guidelines

The Bernardsville Restaurant Week Guidelines have been created as recommendations in order to ensure fairness and success among all participants involved. We encourage you to consider these guidelines, however, you may choose to participate in any way that makes the most sense for your business, staff and general price points. You may also choose to not participate in this event.

Restaurant Week is not about a discounted lunch or dinner; it is about creating a dining experience, and in doing so, we recommend that all restaurants participate in a fixed price menu model. Additionally, it is important to consider these customer service standards that reflect excellence in:

- Level of Service
- Diversity of Menu
- Quality of Ingredients
- Overall Experience

We understand it is challenging to provide adequate service for discounted meals, however, this is an opportunity to showcase your restaurant so that these potential customers return during regular dining periods, and for special events.

Additional Recommendations

- Participating establishments are recommended to offer a two or three-course or equivalent price-fixed menu for either lunch, dinner or both during the normal operation hours for the selected service, for the entire promotional period of ten days.
- Participating establishments must provide a PDF version of their designated Restaurant Week menu to be posted on the official website on or before July 1, 2023.
- Participating establishments must complete the post-promotion survey to provide feedback on the event. This may include requesting cover counts to measure success over time.
- Participating establishments should have a website and or provide contact information for patrons to call ahead and ask questions as necessary.



Sample Pricing & Menus

Here are some suggested menu ideas for the restaurant week program. Traditionally, the offering is a fixed-price 2 or 3-course meal for \$15-\$25-\$40 or more. It should be reflective of the menu items offered and your regular price points.

You may also consider offering 2 for 1 on any fixed price meal.

Portion sizes should be reflective of the pricing charged. If this requires a reduction in portion sizes, please consider this to make sense for your establishment. This event is not offered so that our businesses lose money, but as a promotional event to support you.

Another idea could offer new menu items that may not necessarily come from your regular menu, but it should be representative your style of cooking. As an example, participants whose normal fixed price menu would be above \$40, create a special menu for Restaurant Week for \$40. We encourage you to be as creative as you may like to be for this event.

Take a look at some sample menus from Bernardsville's past restaurant weeks on the following pages.

Here are Some Ideas to Help You Make the Most of Restaurant Week

Downtown Bernardsville will be conducting extensive promotional activities for this event, including:

- Print Advertising (Edible NJ & others)
- Social Media Campaigns/Paid Ads
- Social Influencer Marketing
- Email Campaigns
- Posted Fliers and Signage In town
- Promotions at county and networking events

- Take advantage of this built in promotional program and post the event to your own social media and email marketing lists.

- If you do not have a social media account, and you feel this is something that is a good fit for your business, set up your account and share your @name with us!

- Create your own promotional signage to alert your regular customers to the upcoming event. This can include check presenter messaging, table tents, posters, fliers, and other signage.

- Add the event to your website and offer the menu to customers when they come in.