

# CAPE MAY

## restaurant week

### 2012 PARTICIPANT RULES

**The following rules for participating in Cape May Restaurant Week assure fairness among all participants involved and a consistent dining experience for guests.**

- Cape May Restaurant Week will take place June 3-10, 2012.
- Participating restaurants must offer the Cape May Restaurant Week dinner menu all night, each night they are participating, except Saturday when it may be offered until 6:30 p.m. If you will only be offering the Cape May Restaurant Week menu until 6:30 on Saturday, note this on your registration form.
- You may determine your own hours for lunch. Note these on your registration form.
- The restaurant must provide three-course, fixed-price dinner menus. Lunch menus may be two or three courses, and must be fixed price.
- A special Cape May Restaurant Week menu is required in addition to your standard menu.
- Beverage, tax and gratuities are not included in the fixed price. Note this on the menu.
- The three-course fixed price dinner menu must include at least three choices of each course: three appetizers, three entrees, and three desserts. If you do not offer dessert, you may substitute beverages, salad, or a second appetizer.
- Guests should not have to request the Cape May Restaurant Week menu. Present it to all restaurant guests in your restaurant during Cape May Restaurant Week.
- Menu items should be representative of your restaurant in both portion size and quality. Remember that your menu will leave an impression with diners, including many who might be trying your restaurant for the first time.
- The menu must include the words “Cape May Restaurant Week” and the web address [www.cmrestaurantweek.com](http://www.cmrestaurantweek.com). A template will be provided.
- The restaurant agrees to support the sponsors of Cape May Restaurant Week.
- The restaurant agrees to distribute all necessary supplied collateral materials.
- Only digital versions of the menu (PDF, Word, etc.) will be accepted for use on the Cape May Restaurant Week website. This is to ensure the documents can be easily read, opened, and printed, including on mobile devices.

**Cape May Restaurant Week gives you an opportunity to showcase your restaurant’s cuisine and to highlight your best creations. You might choose to feature dishes that are most popular among your guests, some signature menu items, or your own favorites. Whatever your approach, be creative and have fun!**