Invitation and guidelines
for restaurant owners/managers
SOMA Restaurant Week, Feb. 21-27, 2027

It's time to spice things up! SOMA **Restaurant Week is coming** from Feb. 21-27, 2027, and we'd love for your restaurant to be part of it (it's free!).

Meat production is a major driver of the pollution overheating our planet, but we don't need to give up meat entirely to support the environment. The foodie volunteers at **Meat Me In The Middle**, a local nonprofit organization, believe that great meals and a healthy planet can go hand in hand, without taking away anyone's choices.

Meat Me In The Middle helps people eat *less* meat by making plant-forward options accessible...and irresistible! **Restaurant Week** is a delicious example: a new, festive, community-driven celebration that will connect hungry diners with the **tasty meatless dishes** they're increasingly looking for.

What's in it for restaurants?

Your restaurant will get:

- 📣 **Promotion** across Meat Me In The Middle platforms (website, Facebook, Instagram)
- 🍴 A stream of new and returning **customers** who are hungry to try out your vegetarian or vegan menu items
- 🌍 A chance to meet growing **demand** for plant-forward dishes
- 🧠 Science-based suggestions for **nudging** customers toward meatless menu items
- 🤝 A seat at the table in a SOMA-wide **celebration** of great food and community

You **do not** need to change your menu or offer specials. Just highlight the meatless dishes you already offer!

Maplewood Village Alliance, South Orange Downtown, the Springfield Avenue Partnership, and the South Orange Environmental Commission will help us promote Restaurant Week and make it a huge success.

How do restaurants participate?

It's easy for restaurants to participate, and costs nothing!

1. **List your meatless menu items**: Use a simple online form (https://forms.gle/QZhiaKUWCXEc7ebp9) to share a list of meatless menu items for Meat Me In The Middle to promote. The deadline to submit the form is Jan. 31, 2027.
2. **Display signage before and during Restaurant Week**: Sample signage is below.
3. **Complete a follow-up survey**: After Restaurant Week ends, help the Meat Me In The Middle team understand its impact by supplying basic information about the success of your meatless menu items, using another quick online form.

Sample signage

Participating restaurants will display at least one poster and one small counter/table sign, provided by Meat Me In The Middle, before and during Restaurant Week (we will be happy to provide more). They may look something like this:

11x17" poster



DRAFTS



4x6" tabletop sign

Frequently Asked Questions

Contact us at hello@mmitm.info if we haven't answered your question below!

My restaurant serves meat dishes. Can we participate?
Absolutely! We'd love to partner with any South Orange or Maplewood restaurant that is willing to showcase **at least one** meatless menu item. And you can still offer dishes with meat during Restaurant Week—we just hope you'll encourage diners to try your meatless item(s).

How does Meat Me In The Middle define "meatless"?
We're using the broadest possible definition of "meatless": no flesh (beef, pork, lamb, poultry, fish, or shellfish). We understand that "meat" can be defined in different ways, but we needed a consistent, simple definition for Restaurant Week.

Why is meat bad for the environment?
Food production (like most industries) creates pollution that traps heat in the Earth's atmosphere, leading to extreme weather events like storms and droughts. But raising animals and turning them into food products creates ***more*** pollution than producing foods directly from plants.

In fact, raising animals for food causes up to one fifth of ALL the polluting gases that are overheating our planet. That said, different meats have different environmental impacts. Learn more at https://nyti.ms/3Mdne1f

Ready to sign up?

It only takes a few minutes! Visit https://forms.gle/QZhiaKUWCXEc7ebp9