

# Spring in MORRISTOWN

ADVERTISING FEATURE | OFFICIAL PUBLICATION OF THE MORRISTOWN PARTNERSHIP

## Annual Morristown Restaurant Week returns April 20-24

\$100+ Morristown Partnership Gift Certificate Giveaway running throughout April

By Karen Roettger  
Special to The Star-Ledger

Morristown Restaurant Week returns April 20 through April 24. Deliciously diverse in its offerings, Morristown is home to upscale restaurants, cafes, quick-service spots, bakeries, wine and spirits stores and more. Look for special menus, coupons and promotions at returning favorite restaurants and food establishments in Morristown, as well as lots of new additions this year.

The event is produced by the Morristown Partnership with the generous support of 2026 Presenting Sponsor, Morristown Airport. Additional sponsors include 40North Restaurant Group, a division of the family-owned global restaurant brand Villa Restaurant Group, SJP Properties, Morris County Tourism Bureau and, new in 2026, HQ Plaza Morristown and Fresh & Co.

40North Restaurants is proud to continue its support of Morristown Restaurant Week. It is a week full of delicious food, unique events, and memorable dining experiences that will not disappoint. Morristown has become one of New Jersey's premier culinary destinations, and Restaurant Week provides a great platform for our restaurants to showcase this," said Kevin Felice, divisional vice president of 40North Restaurants. "We look forward to welcoming guests to our Morristown locations — NOM Mexican Table + Tequila Bar, Town bar + kitchen, and the Office Tavern Grill."

From international flair to American classic, restaurant-rich Morristown offers a variety of dining options for families, date nights, business occasions and more. Returning favorites include Roots Steakhouse, Sushi Lounge, Parkside Tavern, Beenie's Ice Cream, Masseria Italian Steakhouse, Pierogies House, 1776 Morristown and Chef Fredy's Table. Be sure to visit some of the tasty new additions to Morristown Restaurant Week this year, including Toastique, The Morris Proper and Fresh & Co.

"Fresh & Co is thrilled to join the Morristown community and proud to sponsor Restaurant Week," said Bhavna and Vishal Ajwani, owners of Fresh & Co in Morristown. "It's a great opportunity to celebrate the incredible local dining scene that makes Morristown such a vibrant destination. We're excited to introduce guests to our chef-inspired salads, grain bowls, and protein plates, made fresh daily, and to welcome the community with warm hospitality at our new location in Headquarters Plaza."

Snack, Sip & Stroll, a ticketed event during Morristown Restaurant Week, will return in 2026 and offer a unique way to explore Morristown's diverse culinary scene. Guests will visit different neighborhoods, enjoying a progressive dining experience at four participating restaurants per night. Each stop will feature a curated



Photo courtesy of Morristown Partnership

tasting — ranging from appetizers and main courses to desserts or beverage pairings. Guests will rotate between restaurants and enjoy an evening of food, flavor, and discovery. Tickets are available on Eventbrite and will be limited; each night is sold separately. Join us for one night — or both — and experience Morristown's dining scene in a whole new way.

Once again, you can look forward to the **Morristown Partnership Gift Certificate Giveaway** running alongside the event in April, starting Wednesday, April 1. All are welcome to enter for a chance to win. Each week, five winners will be randomly selected from qualifying social media entries, to receive \$100 in Morristown Partnership Gift Certificates, along with bonus gift certificates from Morristown businesses.

At the end of the month, thanks to Presenting Sponsor Morristown Airport, one lucky grand prize winner will be selected at random from all entries received during April to receive \$500 in Morristown Partnership Gift Certificates.

"Morristown Restaurant Week is one of our favorite events of the year and we're thrilled to offer our support once again in 2026," said Corey Hanlon, manager of Corporate and Government Relations at Morristown Airport. "We bring people to Morristown, but events like Restaurant Week highlight our amazing community and make people want to call Morristown home. We look forward to working with the Morristown Partnership to make this event another success."

Look for 2026 Morristown Restaurant Week posters throughout town featuring a QR code with specific details on the event and visit the Morristown Partnership often for the most up to date list of restaurants offering special menus, coupons and promotions, as well as a complete list of weekly prizes throughout the month.

## Morristown Partnership Gift Certificate Giveaway

How to Participate

### TO ENTER (all required):

- DINE** in or take-out at a Morristown restaurant, or purchase from a Morristown food establishment - all Morristown locations are eligible (hold on to your proof of purchase).
- POST** a picture of your meal or food item - same week of purchase only - on Facebook and/or Instagram (story and/or feed posts accepted).
- TAG** or mention the business where meal or food item photo was taken and tag the Morristown Partnership on either Facebook @MorristownPartnership or Instagram @downtownmorristown.

### IMPORTANT REMINDERS:

- Social media profiles must be set to public for us to see your post
- Follow Morristown Partnership on Facebook @MorristownPartnership and Instagram @downtownmorristown
- Photo entries are valid the week of your purchase - Monday to Friday - entries will NOT be accepted after 5PM on Friday; this timeline will be strictly enforced
- Weekly winners will be selected at random and announced on the Morristown Partnership Facebook and Instagram stories on the following Monday; winners will also be notified via direct messaging.
- Proof of purchase (receipt with date/time stamp) will be required in order to be eligible to win.

Morristown Partnership Website:  
morristown-nj.org

Morristown Partnership Facebook:  
@MorristownPartnership

Morristown Partnership Instagram:  
@downtownmorristown

### PRESENTING SPONSOR:



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## Colly Flowers brings artful, garden-inspired arrangements to downtown Morristown

By Karen Roettger  
Special to The Star-Ledger

Tucked along Morris Street, Colly Flowers is marking a milestone year in downtown Morristown. In 2026, the boutique floral studio celebrates its 10th anniversary, a decade after owner Kori Gervasio first launched the business as a small operation working out of The Artist Baker. After its first year, the shop expanded into its current storefront at 143 Morris St., where it has become a beloved floral destination in the heart of town.

From the start, Colly Flowers set out to be more than a traditional flower shop. The studio describes its philosophy as celebrating "the beauty of imperfection plus the art of living with flowers that express joy and gifts that delight."

That ethos is reflected in its organic, garden-inspired arrangements, thoughtfully curated gift items, and a retail space that feels both artistic and welcoming.

Gervasio, the shop's owner, offers floral arrangements for everyday delivery throughout Morristown and the surrounding area, as well as floral design for corporate events, private parties, workshops, and memorial services. Much of Colly Flowers' work centers on creating arrangements for intimate at-home celebrations, something Gervasio especially enjoys.

"There are so many beautiful homes in Morristown and the surrounding area," she says. "We feel honored to contribute to such personal celebrations. The ability to use flowers grown locally is the cherry on top."

Colly Flowers' clients tend to be those who appreciate distinctive flowers and the experience of supporting a small business. As Morristown continues to grow, Gervasio says adaptability has been key. "My biggest lesson in running a small business has been that you have to constantly reinvent your offerings," she explains.

The shop also hosts seasonal workshops, including popular spring flower arranging classes held in May and June. Mother's Day and Peony workshops are among the most anticipated.

Behind the scenes, the Morris Street shop carries a personal story. The extensive renovation of the space was

completed entirely by Gervasio's father, Rich Gervasio, despite not being a professional contractor, electrician, or plumber.

Among Colly Flowers' memorable projects over the years was designing florals for a wedding at Whitney Houston's former home in Mendham. "I grew up nearby and had always been familiar with the property," Gervasio says. "I'm also a huge fan. It was surreal."

As Colly Flowers marks its 10th year, the shop continues to bring creativity, color, and a personal touch to the many celebrations and everyday moments that make Morristown such a great community.

**Colly Flowers**  
143 Morris St.  
973-224-6028  
collyflowers.com  
Open Tuesday through Saturday, 10 a.m. to 4 p.m.



Photo courtesy of Colly Flowers



## PARKING FACILITIES



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