



TASTE! *a celebration of regional cuisine*

www.tastecelebration.ca

Not just another food and wine festival, Prince Edward County's annual TASTE! *a celebration of regional cuisine* is billed as eastern Ontario's premier epicurean experience. It does not disappoint. Staged each autumn at Picton's historic Crystal Palace (which is just as picturesque as its name suggests), the event showcases the region's finest artisanal foods, wines, beers, ciders and cuisine against a backdrop of live jazz.

Participant Information

Date: September 25, 2010

Criteria to Participate

- Participant's place of business must be located within a 100 kilometre radius of Picton
- In keeping with the theme of the event, as many as possible of the food ingredients in food participant's samples should be regionally sourced.
- Ciders, beers and wines served must be made in Ontario

Cost to Participate

Participant Fee - Taste the County Partner	\$ 250 + HST
Participant Fee - Non-Taste the County Partner	\$ 350 + HST

Participant Deliverables

- Listing in campaign brochure and website
- Booth Space
- Ice will be provided
- 6' table with plastic table skirt
- Electrical hookup – only if specified in advance
- 4 name badges per booth
- 4 wine glasses per booth

TASTE! *a celebration of regional cuisine* is promoted by

- Radio campaign

- Print campaign
- Campaign website
- Campaign rack cards (10,000)
- Campaign e-blasts
- Media event
- Social Media Campaign (facebook/twitter/blog)
- Website listings
- Participant websites and newsletters
- Sponsor websites and newsletters
- Banners

For more information about TASTE! *a celebration of regional cuisine* and its opportunities please contact:

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