

# TASTE!

*a celebration of regional cuisine*

11am to 5pm • September 25, 2010 • Crystal Palace, Picton • [www.tastecelebration.com](http://www.tastecelebration.com)

## Registration Package



## TASTE!...A RECIPE FOR SUCCESS.

Imagine a picnic set against the backdrop of Picton's picturesque Crystal Palace. Now multiply it by hundreds of people, invite local winemakers to supply the bottles, the region's finest chefs to contribute the food and don't forget to organize some live jazz. It's TASTE! *a celebration of regional cuisine* and it's eastern Ontario's premier epicurean experience.

An annual one-day festival, TASTE! showcases the finest artisanal products, wines, beers, cider and cuisine Prince Edward County has to offer. Hours are lost sampling savoury dishes and sweet confections—all prepared with an emphasis on locally-sourced ingredients.

The atmosphere is convivial as chefs, winemakers and cider and beer masters happily discuss their craft with visitors who are encouraged to attend intimate cooking demonstrations and wine seminars.

TASTE! *a celebration of regional cuisine* enjoys extended media promotion through radio and print. On-air promotions, paid advertising and a dynamic media event combine to create awareness and interest in the weeks leading up to the event. Extra buzz is generated by sponsors and participants who cook up their own marketing campaigns.

Every year TASTE! *a celebration of regional cuisine* receives rave reviews from attendees and exhibitors alike. In 2009, over 93% of attendees reported that they would be returning to visit restaurants or wineries encountered at TASTE! and 82% of attendees plan to attend in 2010.

## NEW FOR 2010

Based on attendee feedback TASTE! will feature more seminars and cooking demonstrations this year. A tent will be dedicated to seminars and the cooking demonstrations will take place in the Bluebird Building adjacent to the Crystal Palace.

The plastic plates with wine glass holders will be part of the entrance fee for 2010 giving the consumer added value as well as cutting down on garbage.

Week-long events are being planned at various locations throughout The County in an effort to keep our attendee in the area longer. Cooking classes with an historical theme, wine tours, grape stomps, etc. are in the works. If you have an idea for an event at your location that could tie in to the event, please give us a call.

## Save the Date and Sign Up Today!

**Mark TASTE! a celebration of regional cuisine on your calendar and return your application to participate no later than July 31, 2010.**

For more information, contact:

**Grace Nyman**

Director of Partnership and Sales

Taste the County

613.393.2796 • 1.866.845.6644

E [grace.taste@bellnet.ca](mailto:grace.taste@bellnet.ca)



*Something extraordinary is going on in Prince Edward County, catching the imagination of everyone who loves great food and wine.*

—James Chatto

## EXHIBITOR INFORMATION

### FESTIVAL TIME AND DATE:

11am to 5pm  
Saturday, September 25, 2010

### LOCATION:

Crystal Palace, Picton Fairgrounds  
375 Main Street East, Picton

### MOVE-IN\* SCHEDULE:

1pm to 7pm, Friday, September 24, 2010.  
*Security will be on site overnight to monitor the grounds.*

8:30am to 9:30am, Saturday, September 25, 2010.  
*Booths must be fully set up by 9:30am.*

*\*In order to allow for the free flow of guests through the buildings, no displays or tables are permitted to extend more than eight feet from the walls.*

### MOVE-OUT SCHEDULE:

5:10pm to 7pm, September 25, 2010. *Dismantling is not permitted before closing time.*

## 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.

## GENERAL INFORMATION

### ELECTRICAL HOOKUPS:

Electrical hookups will be provided as requested (see **Application Form**). *Note: without advance notice of electrical needs Taste the County may be unable to accommodate exhibitors on the day of the event.*

**PARKING:** Exhibitor parking is in a marked designated area.

### IDENTIFICATION:

- 4 name badges will be allotted per booth.
- Additional badges will be available at a cost of \$5 each.

**TABLE:** Exhibitors will be provided with a 6-foot long table and 8-foot wide space.

**LINENS:** White plastic table cloths and table skirt will be provided.

### HEALTH AND HYGIENE STANDARDS:

- All food servers must wear gloves.
- All exhibitors must adhere to the *Guideline for Temporary Food Service* available from the Hastings and Prince Edward County Health Unit.

**ICE:** Ice will be provided at no cost.

**SINKS:** Sinks with hot/cold running water that adhere to health and safety regulations will be provided at strategic locations.

### WINE GLASSES:

- Four glasses will be allotted per booth.
- Additional glasses will be available at a cost of \$2.50 per glass.



### SAMPLE TICKETS:

- Sampling tickets are sold at the event for \$1 per ticket.
- Exhibitors retain 70% of the value of the tickets they redeem.
- It is the exhibitors' responsibility to determine the value of their products (up to a maximum of \$4 per sample).
- At the event, exhibitors will receive pre-assigned envelopes to keep sample tickets in.
- All tickets must be returned in pre-assigned envelopes at the close of the event to the **Administration Trailer**.
- Ticket sale monies will be paid out to exhibitors within 15 business days of the event's completion.

**WASHROOM FACILITIES:** Available on-site.

**GARBAGE REMOVAL:** Garbage will be removed after the event closes.

## FOOD PARTICIPANTS

Food participants are encouraged to bring as many different food and beverage items as they wish—small portions and finger foods are highly recommended.

Approximately 2,200 visitors are expected and food participants should keep this number in mind when preparing for the event. It is imperative that exhibitors have sufficient samplings available for the duration of TASTE! *a celebration of regional cuisine*.

*In keeping with the theme of the event, as much of the sample's food ingredients as possible should be regionally sourced.*

Exhibitors are required to submit a detailed list of what they will serve (see **Application Form**) including the origin of key ingredients. In addition, due to the potential of allergic reactions, food participants are expected to prepare a list of ingredients used in samples to be made available upon request to event attendees.

Items such as disposable plates, knives, forks, spoons and so on as well as portable refrigeration and/or heat (i.e. coolers and hotboxes) and cooking equipment (i.e. sternos and chafers, butane only) are the responsibility of the exhibitor. Exhibitors using butane must have a fire extinguisher at their booth and a small electric fan is suggested. Exhibitors who plan to use propane barbecue, it must be done outside and while there is plenty of room, prior notification is required (see **Application Form**). **All electrical equipment must be CSA approved.**

Exhibitors are encouraged to personalize their booths with items such as menus, brochures, display china, posters and additional lighting. Remember that your booth is an extension of your establishment!

## BREWERIES/CIDERIES/WINERIES

**Please be advised that only beer, cider and wine from Ontario is to be served.**

By law, the maximum allowable sample is two ounces (60 ml) if between 7% and 22% alcohol, and one ounce (30 ml) if over 23% alcohol. Each member of the public will have a sampling glass, which they received as part of their entry fee and samples are to be served only in these glasses. The lower line on the side of the sampling glass (opposite the logo) indicates one ounce (30 ml), while the top line represents a two-ounce pour (60 ml). Standard pours are your responsibility and will be strictly enforced by show organizers.

**It is the server's responsibility to refuse a customer who is intoxicated.**

Taste the County encourages exhibitors to bring as many different products as they wish. TASTE! *a celebration of regional cuisine* provides an excellent opportunity to introduce new products and/or to showcase high-end products.

For information regarding special occasion levy fees (which are the responsibility of each participating brewery, cidery and winery), please visit [www.agco.on.ca](http://www.agco.on.ca) or call toll free 1.800.522.2876. A copy of the Alcohol and Gaming Commission of Ontario (AGCO) permit will be provided to each alcohol beverage provider at the event.

Brewery/cidery/winery exhibitors will be paid monies due within 15 business days of September 25, 2010.





2010 EXHIBITION SPACE APPLICATION FORM

TASTE! a celebration of regional cuisine

Saturday, September 25, 2010

11 am to 5pm

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ PROV \_\_\_\_\_ POSTAL \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ CELL \_\_\_\_\_

BOOTH FEES*	Regular
Taste the County partner	\$250.00
Non-partner	\$350.00
Exterior space	\$500.00

\*fees do not include 13% HST

BOOTH REQUIREMENTS

Number of booths: \_\_\_\_\_ X \$ \_\_\_\_\_ = \$ \_\_\_\_\_ + 13% HST \$ \_\_\_\_\_ = \_\_\_\_\_

Number of additional badges (first four are free) : \_\_\_\_\_ X \$ 5.00 = \$ \_\_\_\_\_

Number of additional glasses (first four are free): \_\_\_\_\_ X \$ 2.50 = \$ \_\_\_\_\_

Are you interested in sponsoring TASTE! a celebration of regional cuisine?  YES  NO

Are you interested in hosting a Seminar?  YES  NO

Are you interested in receiving information about the TASTE! Farmers Market?  YES  NO

PAYMENT

VISA  MASTERCARD  CHEQUE ENCLOSED (please make payable to **Taste the County**)

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_

PRODUCT/SERVICE DESCRIPTION\*

Please provide a detailed description (including all food ingredients) of the product/service you wish to exhibit.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Please remember that TASTE! is a celebration of regional cuisine. All efforts should be made to source food ingredients regionally; key ingredients must be regionally-sourced. All beer, cider and wine must be from Ontario.

Is what you are serving  RAW  PRECOOKED  PREPACKAGED

Will the dish be prepared  OFF-SITE  ON-SITE

Will you be bringing a propane barbecue?  YES  NO

ELECTRICAL REQUIREMENTS (amps/volts/watts) \_\_\_\_\_