



Calling All Wisconsin Cheese Producers!

April, 2012

COME JOIN US for a great promotional opportunity!

The fourth annual **EAGLE RIVER AREA FESTIVAL OF FLAVORS, August 25th and 26th, 2012** will be held in beautiful **Riverview Park in historic downtown Eagle River, Wisconsin**. The **Festival of Flavors** was awarded by the **WI Main Street program...“Best Downtown Event” out of 38 Main Street communities**. Join us in the 180’ **“Celebrate the Taste of Wisconsin”** tent for this **“ALL WISCONSIN FOOD”** event, where cheese producers, wineries, food companies and local talented chefs will sample creations using Wisconsin foods, and promote their products to festival goers (estimating 3000). The tasting tent will be **open from 11a.m.-4 p.m. Saturday, and 11-3 on Sunday**. Music and auxiliary events will be going on outside in the park and in the **“Discover Wisconsin Theatre”** tent adjacent to the tasting tent. Exhibits that focus on nutrition, health and fitness, chefs’ demos, dance and fitness demos, and contests, will be in the **Discover Wisconsin Theatre**. The **Festival of Flavors Art & Craft Show** will be across the pedestrian bridge north of the park. We are proud to be supported by the **Wisconsin Milk Marketing Board**, and **Discover Wisconsin** (both on site) and many other sponsors, for this **“not to be missed”** event. Go to www.eaglerivermainstreet.org and click on **“Festival of Flavors”** to get a quick overview of the activities for 2012. Please be patient with us as we are currently updating the website. **Don’t miss out! RESERVE your space NOW!** Your recipes for pre-festival promotion are greatly appreciated!

We want you to SELL your wonderful cheeses to the festival attendees. **The investment for this GREAT promotional program? Only your time, product sampled, and \$100 to cover both days of promoting.** Each exhibitor will have a 10’ X 10’ booth space with 2 covered tables (front skirted), napkins, a 3’ X 5’ backdrop banner (unless you have your own) showing your business logo. Exhibitors are encouraged to dress in professional attire with logos and to distribute literature and coupons. Product and equipment for tasting are the responsibility of the exhibitor, and **booth decorating is strongly encouraged...**”Best of Show” booth is chosen by attendees on their exit surveys with prizes awarded. Booth space is limited, so please act on this right away. A **WELCOME RECEPTION** sponsored by Riverstone Restaurant will be held on Friday, August 24th. Booth set up details will be announced closer to the fest. Special hotel room rates are currently being negotiated for exhibitors. That info is coming.

WE NEED YOUR COMMITMENT NOW to join in the festivities. **Please fill out the registration form and return it along with your \$100 booth investment to:**

**Eagle River Revitalization Program
Festival of Flavors
Attention: WI Cheese Lovers
P.O. Box 2302
Eagle River, WI 54521**

Call Cindy Meinholz (Riverstone Restaurant), festival chair at (715) 479-8467 meinholz48@yahoo.com or John Seward, Executive Director of ERRP at (715) 477-0645, with questions. **THANK-YOU!**

Festively yours,
Cindy