



*Attention Northwoods Restaurants !
April, 2012*

**It's time to get involved...come promote your
business one-on-one at the**

EAGLE RIVER AREA FESTIVAL OF FLAVORS!

NOW in its 4th year!

Saturday and Sunday, August 25 & 26, 2012

Riverview Park, Downtown Eagle River

Join us in the "Celebrate the Taste of Wisconsin" tent!

The Festival of Flavors is a celebration of Wisconsin foods!!
and showcases... Vilas and Oneida County restaurants, bakeries,
coffee houses and delis, plus local and statewide food producers!

This great event is produced by the **Eagle River Revitalization Program** and is supported by:

- * **Discover Media Works (Discover Wisconsin)**, a major sponsor with over \$40,000 worth of exposure through TV, radio, and on-line. They will be on site and hosting the "Discover Wisconsin Theatre" tent.
- * **The Wisconsin Milk Marketing Board** will also be on hand in support of **Wisconsin Cheese Companies**, and will sponsor Troy Landwehr, **Wisconsin Cheese Carver**.
- * **River Valley Bank**, and **Trig's**, strong Northwoods partners have renewed their sponsorships!
- * **Ministry Health Care** sponsors the **fitness demos** with coordination by the **YMCA of the Northwoods!**
- * **WJFW Channel 12** and **WERL/WRJO** will get the word out to areas from Stevens Point and north into all of northern Wisconsin and the UP of Michigan, and **Capital Brewery** has again pledged their support.
- * **Merrill Distributing** is a new sponsor, plus other sponsors are coming on as well very soon!

Events such as the Festival of Flavors Art & Craft Show, Trig's Wisconsin Church Basement Supper Contest, Northwoods Children's Museum Cow Milking and Kids' Carnival Area, Chef's Demos, Alice In Dairyland, Mural Print Raffle, Guide's Shore Lunch Sampling with Yukon Jack, Chef's Ethnic Tasting Tables, Cheese Carving, Bluegrass and Folk Music and more...

This is in addition to **Artisan Cheese Producers, Wineries** and "Something Special From Wisconsin" (WI Department of Agriculture program) independent producers will again be there, sampling and selling their unique Wisconsin food products!

Check out www.eaglerivermainstreet.org (currently being updated for 2012).

What's your investment to be part of this joint promotion?

ONLY the product you sample to the public, and your time to be there!

Times for sampling?? Saturday, 11- 4 and Sunday, 11-3

What's involved??

Sampling of **YOUR UNIQUE FOOD** or **SPECIALTY MENU ITEM** using at least **50% WISCONSIN PRODUCTS**, and **PROMOTING YOUR BUSINESS ONE ON ONE!!**

****All exhibitors must sample during both days of the festival, and provide staff for their booth. This can be anyone you trust who knows your business and can represent you well.**

****The committee cannot be responsible for providing volunteers to staff exhibitors' booths.**

What's in it for you??

FREE 10'X10' BOOTH inside the 180' tent in Riverview Park!

FREE inclusion in a **CULINARY MAP** showing your location in the **Festival Guide!**

FREE LINK to your business web-site from the **Festival of Flavors WEB-SITE!**

FREE for your use...two linen-dressed (front skirted) banquet **TABLES**

FREE BANNER for booth back drop showing your business information

FREE... "Festival of Flavors" **CAPS** to be worn by those in the booth

FREE NAPKINS provided for each booth for the sampling!

FREE ACCESS to thousands of potential **CUSTOMERS** for one-on-one promotion!

Total PROMOTIONAL VALUE for your business...PRICELESS!!

AND NEW FOR 2012...

\$150 for YOU to help offset food and labor cost (paid after you provide samples both days of the tasting).

What's expected of you??

***Registration form filled out and returned to the ERRP office (by mail, email, or in person)**

***\$100 TOTALLY REFUNDABLE deposit** refunded immediately after you have exhibited both days. **The deposit is needed to secure your participation on the days of the festival tasting...**and is required because of the huge investment by the committee for publicity, printing and rental. The public will pay admission to the tasting tent, and we need to know that what we promise will be what they will receive at the festival.

****If you wish to SELL bottled or packaged product, the \$100 deposit will become a non-refundable booth fee and will cover both days of the festival.**

***Proof of food liability insurance ...** naming the Eagle River Revitalization Program as additional insured must be provided

***Food must be produced in a state licensed kitchen**

***Must provide samples to the admitted public** (1-2 bite portions; approximate 2 oz portion cup size) of a unique recipe or signature item/items (hot or cold) produced by you, **using at least 50% Wisconsin products.** We anticipate serving up to 2500 guests, so restaurants should be prepared to have 2000 samples ready or prepared to produce back up food so as NOT to run out. Refrigeration is available at the park for extra product. Number of exhibitors serving items in a particular category (ex. soup) will be limited, so **RESERVE YOUR SPACE NOW!**

***OPTIONAL: Provide us with a unique recipe** for above items appropriate for advanced promotion of the festival (should be sized for single family use).

***Please provide menus, recipes and any literature you wish to enhance the promotional value of the experience.** The committee reserves the right to refuse unacceptable entries.

***Those sampling must dress professionally and follow standard sanitation procedures, such as use of gloves for food contact.** A hand wash station will be provided. You are STRONGLY urged to bring and USE HAND SANITIZER. Participants are encouraged to wear uniforms, shirts, or aprons displaying their business logo. Two "Festival of Flavors" caps will be provided for each booth, to be worn.

***All equipment, chafers, utensils, and serving-ware items are the responsibility of the business.** Napkins will be provided. Proper holding procedures (per the WI Department of Health) must be followed to maintain quality and for public safety.

Return your **registration form, recipe (optional), \$100 refundable deposit, and proof of insurance (your agent can easily help with this).**

Deadline: JUNE 1, 2012 or until full

Send to:

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

****Checks should be made payable to: Eagle River Revitalization Program**

Questions??

Call Cindy Meinholz, (715)479-8467 (Riverstone Restaurant)

meinholz48@yahoo.com

OR contact

John Seward, Executive Director, Eagle River Revitalization Program (715) 477-0645

errp@nnex.net

THANK-YOU and SEE YOU AT THE FESTIVAL OF FLAVORS!!