

April, 2012

Wisconsin Producers and “Something Special from Wisconsin” participants!



The **EAGLE RIVER AREA FESTIVAL OF FLAVORS**, set for **August 25<sup>th</sup> and 26<sup>th</sup>, 2012** will be held in beautiful **Riverview Park in downtown Eagle River**. This fourth year festival is designed to showcase all Wisconsin food products, restaurants of Vilas and Oneida Counties using Wisconsin products, plus WI wineries and cheese companies. Festivities will focus on tastings, events, contests, a juried art show, music, and all that Wisconsin offers. The **“Celebrate the Taste of Wisconsin” tent will be open 11 a.m.- 4 p.m. on Saturday and 11-3 on Sunday**. The “Discover Wisconsin Theatre” tent is open both days for fitness demos, displays, chefs’ demos, Internet Bazaar, health care displays and contests. Many state and regional organizations support the event in the form of network publicity, and on-site participation (many with financial assistance) such as The Wisconsin Milk Marketing Board, Wisconsin Department of Agriculture, Wisconsin Department of Tourism and Discover Mediaworks (Discover Wisconsin), plus River Valley Bank, Ministry Health Care, Trig’s, Capital Brewery, WJFW Channel 12, Heartland Communications and other media sponsors. The promotional value to all participants is huge, with internet marketing, print media, the billboard on Hwy 29 near Wittenberg, plus TV and radio promotions. Last year, the festival was featured by food writers in major publications and **The Festival of Flavors was awarded “Best Downtown Event” by the state’s Main Street Program, out of 38 WI communities**. There will be a link for our exhibitors from the festival web-site. Check out [www.eaglerivermainstreet.org](http://www.eaglerivermainstreet.org) (currently being updated). Tasting tent attendance is estimated at 3000 (overall, 5000)!

**You’re invited to be a part of this great promotional opportunity!!**

**Booth spaces for licensed Wisconsin companies sampling their product with the intention to sell from their booth will be in the “Celebrate the Taste of Wisconsin” huge enclosed 180’ tent**. Each exhibitor will have a 10’ X 10’ booth space including if needed) two linen covered tables (front table skirted) at an investment of \$100 for two days. Double booth space may be reserved for \$200 for two days. Proof of food liability insurance must be sent along with your booth payment. The festival is providing night security, and participants 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. The Eagle River Revitalization Program, of which the festival committee is a part, urges you to **SAMPLE, BE SEEN, and SELL! Booth space is limited, so please act on this right away!** Just complete the attached registration form and send it along with insurance information and your check for \$100 (or \$200 for double booth) made payable to the Eagle River Revitalization Program. **Recipes using your products are also welcome for pre-festival publicity!**

**WE NEED YOUR COMMITMENT to join in the festivities**. Please call Cindy Meinholz (Riverstone Restaurant) at (715) 479-8467 [www.meinholz48@yahoo.com](mailto:www.meinholz48@yahoo.com) with questions. Send registration to:

**ERRP  
P.O. Box 2302  
Eagle River, Wisconsin 54521**

We look forward to hearing from you!  
Festively yours,  
Cindy Meinholz, Chairperson