



Calling all Wisconsin Producers' Associations!
April, 2012

You are invited to be a part of a great promotional opportunity!!

The EAGLE RIVER AREA FESTIVAL OF FLAVORS, set for August 25th and 26th, 2012 will be held in beautiful Riverview Park in downtown Eagle River, Wisconsin. This fourth year festival is designed to showcase Wisconsin products, wines, and cheeses, plus creations by restaurants of Vilas and Oneida Counties, using Wisconsin products. Festivities will focus on tastings, chefs' demos, nutrition-health-fitness events, contests, a juried art & craft show, live music, etc. all to promote what Wisconsin offers. The "Celebrate the Taste" tent and "Discover Wisconsin Theatre" tent will be open for two days...Saturday and Sunday...11 a.m.- 4 p.m. on Saturday and 11-3 on Sunday. Many state and regional organizations support the event in the form of network publicity, on-site participation (many with financial assistance) such as The Wisconsin Milk Marketing Board, Wisconsin Department of Agriculture and Discover Wisconsin, plus River Valley Bank, Ministry Health Care, Trig's Food Stores, WJFW Channel 12, Capital Brewery, Heartland Communications and others. The promotional value to all participants is huge, with internet marketing, a billboard on Hwy 29 near Wittenberg, Discover Wisconsin TV and Radio, plus other print and radio and TV presence. The festival has been featured by food writers in each of the past years of the fest. There will be a link for our exhibitors from the festival web-site www.eaglerivermainstreet.org ...also, check it out for updates of festival events.

Licensed Wisconsin companies sampling their product with the intention to sell from their booth are invited to reserve a single or double booth in the "Celebrate the Taste of Wisconsin" tent. Please e-mail your membership with the attached "Sample and Sell" invitation and registration form if possible, and encourage them to exhibit at the festival. Please support YOUR membership by exhibiting as well!

Producers' associations are invited to display in the "Celebrate the Taste of Wisconsin" tent. Sampling is encouraged, and electric is available if needed. Each exhibitor will have a 10' X 10' booth space, including two covered tables if needed, for an investment of \$100 for two days. Display times will be Saturday 11 a.m.- 4p.m. and Sunday 11 a.m.- 3p.m. Participants are encouraged to dress in professional attire with logos to enhance the promotional value of the experience. Recipes for pre-festival promotions would be greatly appreciated too. We invite you to **BE SEEN, PROMOTE and NETWORK at this great event!** Booth space is limited, so please act on this right away. Just complete the attached registration form and send it along with any recipes and your check for \$100 made payable to the Eagle River Revitalization Program. **WE NEED YOUR COMMITMENT** to join in the festivities.

Please call Cindy Meinholz (Riverstone Restaurant), committee chair at 715- 479-8467 or e-mail meinholz48@yahoo.com with questions. Send registration to:

ERRP
John Seward, Executive Director
P.O. Box 2302
Eagle River, WI 54521 or errp@nnex.net

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