

HELLO! Wisconsin Wineries, Winemakers, and Wine Experts! April, 2011

The EAGLE RIVER AREA FESTIVAL OF FLAVORS, set for August 27th and 28th, 2011 will be held in beautiful Riverview Park in Eagle River, Wisconsin. This 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, chefs' demos, nutrition-health-fitness events, contests, a juried art show, music, etc. all to promote what Wisconsin offers. **The "Celebrate the Taste of Wisconsin" tent and "Discover Wisconsin Theatre" tent will be open 11 a.m.- 4 p.m. on Saturday and 11a.m.-3p.m. on Sunday.** For the third year, the **Eagle River Revitalization Program and festival committee have received a Joint Effort Marketing grant from the WI Department of Tourism for promotion of the festival.** 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 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 planned, a publicist has been retained, and a huge billboard will continue on Hwy 29 near Wittenberg, plus other TV and radio promotions. Last year, the festival was featured by food writers in major publications. **There will be a link for our exhibitors from the festival web-site www.eaglerivermainstreet.org.** Check it out for festival events and brochure. Tasting tent attendance is estimated at 3000 (overall, 5000)!

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

We ask that wines sampled be limited to two varieties...what you consider to be your "stars" or best sellers. A standard sample pour should be one ounce per person. Historically, wineries exhibiting have poured 25-30 bottles total...some used more, but could be related to the size of the pour. Each exhibitor will have a 10' X 10' booth space with 2 covered tables, a backdrop banner will be provided showing your business information, and napkins will be provided. Participants must dress in professional attire and shirts, hats, etc. with logos are encouraged to enhance the promotional value of the experience. The booth must be operated by winery or distributor personnel, or by someone entrusted by these entities to represent and care for their product. Equipment for tasting is the responsibility of the exhibitor. A tasting souvenir wine glass will be given to the public at the entrance, but wineries should provide a dumping jar at their booth. **Booth fee will be equal to the amount billed for sampling. Booth fee is to be paid in the form of a tax deductible contribution to the Eagle River Revitalization Program, a 501(c)3 organization, that conducts the Festival of Flavors. Bill for wine sampled will be paid upon receipt of your contribution.** The Eagle River Revitalization Program, of which the festival committee is a part, has obtained a license allowing the sale of bottled wine in the "Festival Store". In addition to the wine sampled, the ERRP will purchase one case of each of the two varieties to be sampled for the purpose of selling in the festival store and beverage area. The additional cases of wine should be on a separate invoice, and will be paid for upon delivery of the wine to the festival grounds.

A WELCOME RECEPTION sponsored by Riverstone Restaurant will be held on Friday, August 26th, with booth set up details to be announced in the future. **WE NEED YOUR COMMITMENT** to join in the festivities. Please call Cindy Meinholz

(Riverstone Restaurant), at (715) 479-8467 or e-mail meinholz48@yahoo.com with questions.

Don't miss this opportunity! Send your registration to:
Eagle River Revitalization Program
P.O. Box 2302
Eagle River, WI 54521
(phone: 715-477-0645)
e-mail: errp@nnex.net

THANK-YOU!

Festively yours,
Cindy Meinholz, chairperson Eagle River Area Festival of Flavors