

TASTE OF WETASKIWIN



Vendor Information and Application Package

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Don't miss your chance to be a part of the 2nd Annual Taste of Wetaskiwin!!

What: The City of Wetaskiwin and the Wetaskiwin and District Heritage Museum have partnered for the 2nd Annual Taste of Wetaskiwin for 2019.

When/Where: This project will be in conjunction with Alberta Culture Days and will take place on Friday, September 27, 2019 at the Wetaskiwin Drill Hall from 7:00pm-10:00pm.

Why: Food tasting events are one of the most effective ways for your culinary skills to be discovered. Tasting events are becoming more popular, and recognized in the food industry as an amazing networking opportunity and a chance to connect with local residents.

How: There are limited spaces available. If you're interested, you will need to move quickly to reserve a spot. Please bring your completed application to the Wetaskiwin & District Heritage Museum, located at 5007—50 Ave., Wetaskiwin. The Museum's hours are 10am-5pm Tuesday-Saturday (open until 8pm on Thursday).

Here are a few ways this event can help boost your restaurant's visibility:

1. Sharing your culinary best with local foodies.
2. Create ambassadors for your restaurant brand from the local community.
3. Promote loyalty programs and upcoming events for your business.
4. Networking with other like-minded business owners.
5. A chance to win bragging rights for "Wetaskiwin's Favorite Restaurant" for 2019.

This event is open to all restaurants located within the City of Wetaskiwin, County of Wetaskiwin, and Maskwacis.

The application form, AHS form, and a \$500 post-dated cheque must be submitted no later than August 16, 2019 to be able to participate in this event. The post-dated cheque will only be cashed if the participant cancels after August 16, 2019 or does not show up on the day of the event.



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Vendor Information

Food Vendors:

- Samples are valued at \$2.00 per plate. Please ensure the product on your sample plate is representative of that \$2.00.
- You will be responsible for supplying enough “small plate” servings of your dish to last the entire evening (7pm-10pm); likely 250-300 portions per item.
- You will be responsible for supplying your own plates, cutlery and napkins for serving.
- You will not be able to prepare food onsite; it must be made in advance and kept at the correct temperature in warming or cooling boxes, as applicable.
- There will be limited storage in your booth, so you may need to have a runner to shuttle food items between your restaurant and the Drill Hall.
- You will be responsible for all Alberta Health Services paperwork and approvals. This paperwork will be submitted as one package by the event organizers (Wetaskiwin & District Heritage Museum).
- All persons working in the vendor booths will be required to have a vendor pass with them at all times.
- Your booth must be staffed during the entire length of the event. Teardown will not be allowed before the end of the event. If you run out of food early, you may consider having an alternative to give away, such as a discount coupon, etc.

Liquor Vendors:

- You will be required to provide all sample cups and napkins. The ice will be provided for you.
- All samples will follow Alberta Gaming and Liquor Association guidelines and regulations.
Maximum tasting sizes (AGLC Licensee Handbook, section 8.5)
 - Beer 112ml (4oz)
 - Wine 28ml (1oz)
 - Spirits 14ml (1/2 oz)
 - Liqueurs 14ml (1/2 oz)
- All liquor servers must have ProServe certification.
- No one will be served to the point of intoxication.
- All persons working in the vendor booths will be required to have a vendor pass with them at all times.
- Your booth must be staffed and have enough product for the entire length of the event.
- Alcohol regulations and restrictions will be strictly enforced.

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Media, Marketing and Promotion Information

Each Vendor will receive a media package to promote the event at their restaurant.

Each package will include the following items:

- Table tent cards promoting the event and that you are a vendor. Please indicate on the application form how many tables your business has.
- Menu inserts promoting the event. Please indicate on the application form how many menu inserts you would like.
- You will also be supplied with posters promoting the event to put up at your business.
- Social Media (Facebook) ads and cover images, etc. will be used to market this event. This will include pictures of the food you will be offering for sampling at the event. Please send us photos of your dishes if you wish for them to be featured.
- A Chef Profile will be created with the information you have supplied. Chef Profiles will be promoted online leading up to the event.

Event marketing and advertising

- We will promote and advertise the event and your business on many different mediums including Social Media, The Wetaskiwin Times, print (flyers, posters), on the City of Wetaskiwin website.
- The earlier you commit to the event, the more marketing your business will receive!
- Send us images of the food you plan on serving at the event and we will use them in the marketing with your business name and logo.

License:

The Vendor hereby grants the City of Wetaskiwin – Taste of Wetaskiwin 2019 to use without further compensation, the Vendor's name, Logo, or other intellectual property supplied by the Vendor. The Vendor hereby also grants permission for the City of Wetaskiwin—Taste of Wetaskiwin 2019 to use the Vendor's name and logo in any or all materials produced for Taste of Wetaskiwin 2019, including, but not limited to, use on the website, posters, banners, press releases, displays, social media, etc.



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Event Logistics

Load-In Schedule:

- Friday, September 27, 2019 between 3:00pm and 6:30pm.
- All booths must be set up and ready to start serving by 6:45pm.
- All vehicles must be parked in the designated 'Vendor Parking' area.

Load-Out Schedule:

- Friday, September 27, 2019 — Dismantling is not permitted before 10:15pm.

Booth Sizes:

Booths will be 10' x 10' and one 8' table will be provided for serving with a second 8' table for staging.

Linens:

Will be provided for the **servicing** tables only.

Electrical hookups:

There will be no electrical hook ups provided for equipment.

Parking:

Vendor Parking will be in a designated area and clearly marked for easy drop off of food by runners.

Identification:

5 ID badges will be allotted per booth. Vendor identification must be worn at all times. An additional 2 ID badges can be ordered ahead of time upon request. Everyone, including food runners, must have a badge upon entry to the Drill Hall. No badges will be created onsite.

Garbage Removal:

All booths must be kept clear of garbage during the event. After the conclusion of the event, all garbage from your booth must be disposed of into the large garbage receptacles placed around the event space. Failure to leave the booth space clean will result in a \$50.00 clean up fee.

Cancellation:

The Vendor must fully commit to the event no later than August 16, 2019. The organizers must receive the Vendor Application form, AHS form, and a \$500.00 post-dated cheque no later than this date.

In the case of a Vendor cancelling after August 16, 2019 or not showing up on the day of the event, the \$500.00 cheque will be cashed to cover the costs of advertising and marketing materials that were produced for that business.



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Taste of Wetaskiwin 2019 Vendor Application Form

Business Name	
Contact name for the event	
Phone and Email for event contact	
Name of Business to appear on signage	
Website address	
Number of vendor ID badges you need	
Number of tables in your business (for table tents)	
Number of menu's in your business (for menu stickers)	

I _____ (Business Name) hereby commit to the Taste of Wetaskiwin 2019! I understand I must supply all the above supplies and enough samples for the entire event. I understand that if I cancel after August 16, 2019 I will be charged a \$500.00 cancellation fee.

Business Owner/Manager

Date

Event Organizer

Date

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This information is to be submitted with your application for the Marketing and Promotional materials.

Please use the back of the page if more space is needed or you can email your responses to community@wetaskiwin.ca

Restaurant Description (Tell us about your restaurant and its specialties)

Food sample names and descriptions (including possible allergens) for the menu

Food sample Ingredient list (does not have to be per item)

Chef's name and bio for the Chef profile
