

# FIRST TASTE

• CULINARY CRAWL •

..... PART OF CHIPPEWA VALLEY RESTAURANT WEEK .....

THURSDAY, SEPTEMBER 20 • 6:00-8:30PM

## » RESTAURANTS:

### BE PART OF THE BUZZ & PHILANTHROPY

The First Taste Culinary Crawl is the biggest media splash of Restaurant Week - it's the kickoff party when the TV cameras and photographers will be out in full force, along with 350+ of the most enthusiastic foodies in the Valley. It's also the main charity component of Restaurant Week, where a portion of all ticket sales go to a local food-based charity. This launch party generates a lot of word-of-mouth for the rest of Restaurant Week.

### ABOUT THE FIRST TASTE:

The newly built, unique indoor/outdoor event space at River Prairie Center will play host to lucky restaurants who will cash-in on the significant exposure and promotion - both at the event and in the preceding promotion across multiple media channels. Each restaurant will have a temporary table/booth from which to offer a single item - those "first tastes" of Restaurant Week - all complimentary to attendees who pay for tickets to the event. Additionally, a cash bar will be set up for beer/wine/soft drinks from Restaurant Week sponsors.

What's more, the chef or manager of each participating restaurant will have a chance to briefly speak to the crowd and talk about their establishment, menu, and focus for Restaurant Week. Besides all the food and drink, the event will feature live music, theatrical lighting inside and out, and attendee swag bags featuring coupons and information on many of the Restaurant Week establishments. Think the hippest cocktail party in town.



## HOW TO APPLY:

To become one of 15 featured restaurants, interested establishments must first submit the following suggested menu items along with their contact information:

### » SAVORY ITEM:

Name and detailed menu description (including ingredient sourcing if interested) of ONE savory item you'd create to sample if chosen. Savory items should be considered the size/weight of approximately 1/5 of a full meal.

### » DESSERT ITEM:

Name and detailed menu description (including ingredient sourcing if interested) of ONE sweet/dessert item you'd create to sample if chosen. Dessert items should be considered to be roughly 1/2 of a full dessert.



## SUBMIT YOUR APPLICATION BY JULY 27 TO:

[cvrestaurantweek.com/participate](http://cvrestaurantweek.com/participate)

## MUST APPLY BY JULY 27

### QUESTIONS:

Contact Michelle Rowekamp at [michelle@volumeone.org](mailto:michelle@volumeone.org) or 715-552-0457

FOR MORE ON RESTAURANT WEEK VISIT:  
[cvrestaurantweek.com](http://cvrestaurantweek.com)

## HOW RESTAURANTS ARE CHOSEN:

Once all the applications are in, an independent committee of 5-7 area food enthusiasts and frequent diners will review each proposed menu item, with the proposing restaurant name removed. From these blind written menu items the committee will assemble a group of 11 savory items that may compliment or contrast each other, and 4 dessert items that do the same. This creates a final list of up to 12 restaurants, with only one item offered from each establishment (either your savory item, or your dessert). This blind method allows all restaurants an even chance of being included. No restaurant may participate two years in a row. So if you don't end up in the mix this year, you'll have a better chance next year, and so on.

## WHAT YOU GET:

- Featured booth including interactions with 350+ local foodies at the event
- Your logo and menu item listed with the First Taste event info on the Restaurant Week website
- Your logo and menu item listed in 15,000 copies of the official Restaurant Week printed guide
- Your logo and menu item in the First Taste event brochure/map given to 350+ attendees
- Your logo included with all print and some digital advertisements for the First Taste event
- A short talk from your chef or manager, live at the First Taste event
- Social media mention/tag of your establishment from RW accounts regarding your involvement and menu for the First Taste event
- A shot of your item/sign/booth in the final edit of the Restaurant Week / First Taste video
- A pair of First Taste tickets to give away through your own promotional channels (social media, email, business card drop, etc) to promote your involvement and build your audience

## WHAT YOU OFFER:

You guarantee to provide enough samples of your tasty item for up to 450 attendees on a complimentary basis, as well as the staff to represent your business. You will need to plan on putting your catering together at your facility prior to the event. You may use Forage's kitchen for minimal needs/storage per their approval. You will handle serving at your booth and cleanup. Restaurant Week will provide small black disposable plates, napkins, and utensils, as well as other event infrastructure including the menus and signage for your booth. We'll confirm expected numbers roughly one week before the event.