



January 13, 2017

Dear Restaurants,

You spoke and we listened! Over the past 30 + years, Taste-of-ALL (formerly Taste of Charleston) has offered a delicious taste of what our area has to offer while evolving as times change.

After much feedback, deliberation and planning, FestivALL is excited to announce that we will be returning to Four Points by Sheraton and the boulevard as an outdoor/indoor event!

Presented by Mardi Gras Casino & Resort, the culinary event will be Memorial Day weekend as part of the second FestivALL Preview. It will be held on Saturday, May 27 from 11am-3pm and will be part of a larger weekend package that includes the first Moses Automotive Live on the Levee of the summer on Friday night, the FestivALT concert Saturday evening on the Schoenbaum stage, and coincide with the 41st Vandalia Gathering on the capitol grounds. The three-day preview will cross promote with the long-standing traditional Vandalia Gathering, and will be publicized by the Convention and Visitors Bureau as well as FestivALL.

Taste-of-ALL will see some changes that reflect last year's restaurants' and attendees' feedback. The inside layout will see minor changes with no seating in the ballroom and live music will be moved to a small stage on the boulevard, making room for tasters to form lines and create better flow inside. Taste-of-ALL will also include beverage sales on site. It is our hope that these changes will enhance Taste-of ALL and engage a new audience while still attracting those who have come to love the traditional Taste-of ALL experience.

Because the event has expanded outside, food trucks will be able to participate, with the understanding that they do so under the same Taste-of-ALL ticketing structure. Food trucks interested in participating in the FestivALT event later Saturday evening will have the option to open regular sales at the time of that event. (There will be a break between these two events. Please indicate your interest in FestivALT on the application).

In addition to these changes, Emily Wall will return as the interim Chair of Taste-of-ALL. She served as Chair for 6 years and served on the committee in 2016. Last year Brenda Ashworth helped us make our transition to a new location and time extremely successful, and will remain on the Taste committee as we move forward.

While many application elements remain the same, please be sure to review carefully as there are some changes in relation to the new event structure. Space is limited and on a first-come-first-served basis, including your choice of being indoor or outdoor.

We look forward to working with you and continuing to improve the Taste-of-ALL experience for both restaurants and customers.

Sincerely,

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Chair, Taste-of-ALL
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Taste-of-ALL Charleston Welcomes YOU!

Taste-of-ALL is back for 2017! The event will be presented by Mardi Gras Casino & Resort for the 5th year, and return to Four Points by Sheraton and Haddad Riverfront Park as part of FestivALL's Preview Weekend. TASTE is a way to advertise your restaurant specialties during a FestivALL weekend with over 15,000 attendees – many from out of state who visit events all over town.

This year's Taste event will take place Memorial Day weekend on May 27, 2017 from 11am-3pm as an indoor/outdoor event at Four Points by Sheraton. The event will also include beer/wine sales.

This document contains information vital to a successful event. Please carefully read the following information completely and thoroughly. Each participating business must adhere to all rules and regulations as set forth here, thus ensuring a successful event for all involved.

Taste-of-ALL Charleston is May 27, 2017. It will be part of a FestivALL Preview weekend and will be an indoor/outdoor event held at Four Points by Sheraton.



Eligibility

Restaurants: TASTE is open to all restaurants that are in operation at the time of the event. The participation of chain restaurants and restaurants outside the greater Charleston area are welcome to apply but must be approved by the TASTE committee.

Other Shops: All shops other than restaurants must be approved by the TASTE committee. All shops must have some sort of food offering unless an approved event sponsor. Non-food sales vendor booths are available on a limited basis. Contact tasteofall@gmail.com if interested in securing a vendor booth. **Corporate Interest:** All corporate interest must be approved by the TASTE committee. All corporate sponsors must supply their own manpower and booth decorations or make other arrangements with the TASTE committee. The corporate sponsor will comply with all rules and regulations of the TASTE that apply to all participants.

What does it cost to participate?

The TASTE committee requires a non-refundable \$150 deposit to reserve your booth at the TASTE. The deposit and 25% of gross sales go to the TASTE Committee for advertising the event, events supplies such as tickets and menus, venue and other expenses.

The TASTE committee will sell tickets, which the restaurants will redeem for food items. At closing, each restaurant will be reimbursed 75% of

the face value of the tickets they have collected during the Taste, less any outstanding charges incurred.

Booth space

Indoor: Each restaurant booth area will have two 8 foot banquet tables, two chairs and two 100 outlets. Arrangements for extra power needs (additional 110 or 220) can be made at Four Points rates but will be over and above your standard booth fee. All restaurants will be side by side along all four walls within the Four Points Sheraton Main Banquet Facility. *Restaurants without food trucks will be given priority to indoor space on a first-come-first served basis.*

Outdoor: Food trucks will line the boulevard for the outdoor portion of the event. Additional tented seating for customers will be provided outside. Outdoor priority will be given to food trucks, but will be considered for others. Restaurants that wish to be outside and do not have a food truck will be required to provide their own setup unless other arrangements are made.

Space: Space is limited. Apply early! The Taste committee will consider restaurants in order of application receipt and reserves the right to make selections based on that and eligibility requirements.

Food

Each participating restaurant may determine its own menu for the TASTE, but it is the hope of the TASTE Committee that each restaurant or business will provide its "specialty of the house". **Water will be provided by Four Points, but other beverage such as soda will need to be sold at 3 tickets.**

To minimize duplication and allow time to print a brochure, the committee must know by April 15th what each participant is preparing. *We will not allow more than two restaurants to offer the same item. Please keep this in mind when planning your menu and the timing of submission as it will be first come. If two restaurants have already submitted the same item, the third restaurant to submit the same item will be asked to choose another item to offer. Please limit your menu to three items or less.*

Pricing

Prices can vary based on the items being served. The patrons will use 50 cent tickets so all items need to be priced in 50 cent increments **with a maximum price of \$3.00**. For example, egg rolls might cost \$1.00 instead of \$.75. Water will be provided by Four Points, but restaurants will be able to sell beverages such as bottled soda for **3 tickets**.

Portion Control

Remember this is a "taste of food" not a meal. You must serve sample size portions only – **NO FULL SIZE SERVINGS**. For example, serve no more than 3oz. of soup, a quarter of a sandwich, or 1 oz. entree. This



event is meant to encourage patrons to Taste food from several different restaurants. **Try to keep prices and portions at a level where it is affordable for the public to do just that.**

Event Advertising

The TASTE committee will coordinate news coverage and advertising for the event through FestivALL. This event will be packaged as part of a FestivALL Preview weekend, and the Charleston CVB will advertise the entire Memorial Day weekend events as a tourist destination. In addition to the media exposure, a menu type brochure will be made available for the patrons. It will show the floor plan of the event, the menu items, prices, the entertainment schedule, and the street address of your restaurant. Posters, flyers, and other promotion materials will also be available. **Pictures of your menu items will be displayed on the website and social media sites if provided.**

TASTE Rules

- ❖ All restaurants will be required to submit, with their deposit, a **Certificate of Insurance, naming Taste-of-ALL Charleston, FestivALL and the City of Charleston as additional insured.** This should be readily available under your restaurant policy, and your agent should be able to provide it. We must have your certificate in hand prior to the event to be able to participate.
- ❖ Participants must comply with health department guidelines and also apply for a special event permit through the KV-Chas. Health Department.
- ❖ No open flames (charcoal grills) will be permitted indoors. Grilling can be done in an outside area booth (Please indicate your needs in the application section).
- ❖ Each booth must handle its own ticket collection, security and insure the tickets stay dry. **No cash transactions, please.**
- ❖ Participants must supply their own manpower, equipment for heating or cooling, paper products, and a sign naming the restaurant's name and a list of food prices.
- ❖ All participants are encouraged to decorate using their restaurant theme or another appealing design. Participants may use their own signs and menus as part of their decorations.
- ❖ Each booth must designate a person(s) as booth manager throughout the event. This person must have the ability to make decisions and act in the absence of the owner or manager and will be responsible for following Health Department regulations.
- ❖ Employees of participants are invited to enjoy the TASTE but intoxicated servers will not be tolerated.

Seating & Entertainment

Table seating inside and outside will be available and will be kept clean by volunteers. There will be no seating inside the ballroom this year. Indoor seating will be included in rooms along the hallway, the bar area, and breakfast area of Four Points. Musical entertainment will be provided by FestivALL. Signage and volunteers will be used to guide guests to locations throughout the event.



www.festivallcharleston.com



facebook.com/tasteofallcharleston



instagram.com/taste_of_all_charleston



TasteCWV



TasteofALL@gmail.com



304-389-7934





2017 Taste-of-ALL Application

Saturday May 27th, 11am-3pm, Four Points by Sheraton/Haddad Riverfront Park

Please submit this application form along with a non-refundable \$150 deposit for a normal booth. (An additional fee of 25% of your gross sales from tickets will be collected at your booth. At closing, each restaurant will be reimbursed 75% of the face value of the tickets they have collected during the Taste, less any outstanding charges incurred.) The food and price list for the menu style brochure and your insurance certificate are required for participation. **Application, certificates of insurance and food list with prices can be submitted via email or mail.**

- **Early-bird guarantee: Applications/fees received by February 15, 2017 to guarantee restaurant listing in the FestivALL Preview brochure**
- **Final participation deadline is April 15, 2017**

Entry form can be submitted electronically to tasteofall@gmail.com

Or send in this completed entry form, insurance certificate, and your \$150.00 deposit check to:
 Attn: Taste-of-ALL
 FestivALL Charleston
 PO Box 11287
 Charleston, WV 25339

Booth Name _____

Website/Facebook/Public Phone Number _____

Contact Name & Phone Number: _____

Contact EMAIL Address: _____

Electrical hookup: (Y/N) ____ Do you require **220 hookup** (Y/N) ____ (220 is an additional pass through charge from 4 Points Sheraton)

Single Booth, Inside (Y/N): ____ Single Booth, Outside (Y/N): ____ Is your choice of Indoor/Outdoor a requirement? (Y/N) ____

Additional requirements/requests: _____

Are you interested in participating as a food truck vendor for **FestivALT** on this same evening? (Y/N) _____

Marketing - please include logo or other graphics we can use for marketing including pictures of the food you will be serving at the event

Food Item (Name/Description)	# Tickets (6 ticket limit)	Category (beverage, appetizer, entree, dessert)	Special Description (Gluten Free, Vegan, Vegetarian, etc.)



Restaurants CANNOT Participate without insurance certificate on file

- **Early-bird guarantee: Applications/fees received by February 15, 2017 to guarantee restaurant listing in the FestivALL Preview brochure**
- **Final participation deadline is April 15th, 2017**
- **Final menu items due by April 15th, 2017 in order to be in printed Taste menu**

For internal use:

Application Date:

Check # and Amount

Received _____

Taste Representative

Signature _____