



6th Annual
North Berkeley
Spice of Life Festival
Sunday, October 19, 2008
10 am to 6 pm



Information & Application for Restaurant Participation

The North Shattuck Association and Steven Restivo Event Services, LLC invite you to participate in the **6th Annual North Berkeley Spice of Life Festival** to be held Sunday, October 19th, 2008 from 10:00 am to 6:00 pm. This community celebration takes place on the five blocks of Shattuck Avenue from Virginia Street to Rose Street, and on Vine Street from Shattuck Avenue to Walnut St. in the heart of Berkeley's "Gourmet Ghetto". The event is marketed to the entire bay area and we anticipate this year's attendance to be at least 50,000 people. The demographic is conscientious, discerning, and affluent!

This year the Festival will again feature a Culinary Stage at the Elephant Pharmacy parking lot hosted by Kitchen on Fire's Chef Mike C and showcasing the East Bay's finest chefs. At the stage a range of cooking demos and cookbook signings by popular neighborhood chefs and restaurants will be featured, along with sales and sampling of gourmet food products, and wine and beer tasting. The North Berkeley All-Organic Farmers Market will be held on the event day in its usual Thursday location on Shattuck near Rose St., and gourmet food vendors will be located near beer gardens and bistro style outdoor seating areas with live entertainment throughout the Festival site. The event will also include 125 exhibitors displaying high quality arts & crafts along with fair trade imports, author appearances and book signings, live music, bodywork demonstrations and a variety of children's activities.

The event has space to showcase 12 restaurants and gourmet food vendors in highly visible booth locations. Restaurants in the event area are also invited to enlarge their existing outdoor seating areas. Preference is being given to local, organic, and sustainable gourmet foods. Please note that compostable serving items will be required. Please contact the North Shattuck Association at 510-540-6444 for assistance in complying with health codes and sourcing of compostable items.

Restaurants can participate in the Festival in three specific ways:

1. **Food Vendor:** You can serve food on the event site from a 10ft x 10ft x 8ft health department approved food booth that we provide. We will also provide you with a 10ft x 10ft space next to your booth for a cooking area, which is delineated by white picket fence. In addition, we will have a 10ft x 2ft banner frame attached to the booth for you to hang your signage. *The fee for Restaurants that are members of the North Shattuck Association is \$450, \$750 for Berkeley restaurants and \$1000 for outside vendors.* The Fee includes an approved food vending booth, space for your booth/cooking area, and City of Berkeley health permit.
2. **Outdoor Dining:** For a fee of \$100 you can put your tables and chairs in the street, against the curb, in front of your establishment and serve your food outside. To maintain the required Fire Lane of 20ft, we will chalk a 10ft x 20ft space in front of your business and ask that you keep your seating area within the boundaries of that space. You are responsible for maintaining the area. **For an additional fee**, we can provide you with rentals for your outdoor dining area such as astroturf, 10ft sections of white picket fence, covered table rounds and chairs. Please call us to arrange this. We will set up and remove the rentals for you. You will still be responsible for maintaining your seating area.
3. **Product Sampling:** You can also participate in the festival with a Gourmet Food Product Sales /Sampling booth if you have pre-packaged products. You will need to have a City of Berkeley Health Department Sampling Permit (\$30), and pay a \$250 space fee. Rental can be provided - \$250 for a 10ft x 10ft booth, 2 8ft. Tables, 2 chairs. Please refer to the Gourmet Food Products application for more detailed information.

To apply for the event, please review the information, fill out the attached application form, and **return it as soon as possible** with your check (if applicable) payable to Steven Restivo Event Services, LLC. We will notify you of your **acceptance by August 15th, 2008**. If accepted you will receive a participant packet that includes all set up information and your free promotional postcards by **September 1st, 2008**. All event participants need to name Steven Restivo Event Services, LLC, the North Shattuck Association and the City of Berkeley as additional insured on your insurance policy. We need to have the insurance certificate 30 days prior to the event.

If you have any questions or comments about this event, please contact the North Shattuck Association at 510-540-6444 or Steven Restivo at 415-456-6455
Visit the official websites at www.spiceoflifefestival.com or www.SREProductions.com



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Restaurant and Food Vendors - APPLICATION

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Ph _____ Fax _____

Website _____ Email _____

Reseller Permit Number _____

Credit Card # _____ Exp. Date: _____

If paying by check, please put Spice of Life 2008 on the face.

Is the business a member of the North Shattuck Assoc? Yes _____ No _____

Please refer to the Fee Structure Information on the attached page for the section:

#10ft x 10ft spaces would you like at the event? _____ Space Fee Total \$ _____

Menu selections:

Item	Price
1. _____	_____
2. _____	_____
3. _____	_____

**Return all documents with your check payable to: Steven Restivo Event Services, LLC
 P.O. Box 151017, San Rafael, CA 94915—Ph: 800-310-6563, Fax: 415-456-6436**

The North Shattuck Association and Steven Restivo Event Services, LLC, reserve the right to refuse the participation of any entrant it deems offensive, inappropriate, or contrary to the spirit of the event or the City of Berkeley. The undersigned agrees to hold harmless The North Shattuck Association, Steven Restivo Event Services, and the City of Berkeley from any and all liability, claims, demands, costs or damages to person(s) or property as a result of participation in the Spice of Life Festival on October 19, 2008.

_____ **Print Name**

_____ **Signature**

_____ **Date**