



**5th ANNUAL SAN RAFAEL  
 FOOD & WINE FESTIVAL  
 RESTAURANT/CAFÉ/CATERER  
 APPLICATION**  
 SATURDAY, AUGUST 13, 2011~ Noon to 6 pm  
 Falkirk Cultural Center ~ San Rafael, CA



- \* **THERE IS NO FEE TO PARTICIPATE!**
- \* **Do not miss this great FREE advertising opportunity!**
- \* **YOU WILL BE SHOWCASED IN SAN RAFAEL'S ONLY FOOD & WINE FESTIVAL!**
- \* **EXPOSURE TO THOUSANDS OF PEOPLE ON SITE AND DISTRIBUTE BUSINESS CARDS, MENUS, COUPONS, ETC!**
- \* **BE FEATURED IN OUR ADS, ON THE WEBSITE & IN THE EVENT PROGRAM!**

**Please select your participation:** (details on back)

- We would like to participate in the **On-Site Food Sampling** with our own staff **from Noon to 6pm**
- We would like to participate in the **Drop Off Food Sampling** with your staff (SRES)
- We would like to participate in the **Cooking Demonstration-** select 60 min time slot between 1-6\_\_\_\_\_
- # of **Free Promotional Postcards** we would like sent to us \_\_\_\_\_
- We would like to receive the status letter and participant packet via email rather than post

Type of Food you would like to sample/demonstrate: \_\_\_\_\_

Business Name: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**To participate, please fill out this application and fax it or mail it to:**

Steven Restivo Event Services, LLC  
 P.O. Box 151017, San Rafael, CA 94915  
 Ph: 415-456-6455. Fax 415-456-6436

[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



**5th ANNUAL SAN RAFAEL  
FOOD & WINE FESTIVAL  
RESTAURANT/CAFÉ/CATERER  
INFORMATION**

**SATURDAY, AUGUST 13, 2011~ Noon to 6 pm  
Falkirk Cultural Center ~ San Rafael, CA**



This year's Festival will feature wine tasting from 25 regional wineries, 30 artists, gourmet pre-packaged foods, a full cooking demonstration stage with chef's from the area, food tasting from local restaurants, cafes and caterers and an entertainment area with jazz and classical music. We will also be offering a small beer tasting area. The event is free to the public. For more information on the event, please visit [www.SRESproductions.com](http://www.SRESproductions.com) click on events, then click on San Rafael Food & Wine Festival or give us a call at 415-456-6455.

The tasting program will work as follows: **Option #1**, attendees can purchase an all day food and wine tasting and they will receive a wristband and a tasting glass. **Option #2**, attendees can purchase an all day food tasting and they will receive a different color wristband. We will also have a beverage booth on-site where attendees can purchase individual beverages.

There is no health department permit required as this is a one day event in Marin County.

**3 Ways to participate in detail:**

1. **On-Site Food Sampling** – send your staff, food, and the means to sample. Show off your food and get face-time with potential new customers. You can sample food items served in your establishment at the event. We will provide you with an 8ft table, 9ft market umbrella and a space in a high traffic location. We will also create signage for your table that identifies your business. You would need to provide the food, a server, and the means to sample it (paper plates, napkins and forks, etc (all should be compostable). We would like to have you on-site from Noon to 6 pm. We highly discourage you from running out of food as it ruins the integrity of the event.
2. **Drop Off Food Sampling** – send your food and we'll provide the staff to sample. Can't spare staffing for the day? We'll provide one if you provide the food and a little pre-event training so they can really sell your product. We understand that it might be hard for small businesses to send a staff person out all day, so if you are unable to be on-site, we can provide one staff person to sample your foods at the table. You would still need to provide food and the paper products. In addition, if your establishment is located in the downtown San Rafael area, we may be able to provide a "food runner" to shuttle your food from your establishment to your table on the event site. We would like to have food samples available from Noon to 6 pm.
3. **Chef Demonstrations** – limited spots on the Chef Demo Stage. Sign up now, space is limited! We will be presenting a cooking demonstration from 1pm to 6 pm that day. We will providing a large six burner propane cook top with counter, a cooking demo mirror and a P.A system with wireless capabilities. We will have a Chef Stage Emcee, a culinary education, demonstration and promotion company in San Rafael coordinating all chefs. You can place your chef in one of the limited cooking demo slots. They are filling up fast and get great publicity prior to and at the event.

Once we receive your application back in our office, we will send you a status letter, and then 15 days prior we will send you a participant packet with all the details for the set up, event day and breakdown. Parking is free and right next to the event site.

Visit our website for information about the upcoming **3rd Annual Taste of Downtown**, which was a huge success the last 2 years!

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