



2017 Sonoma County Harvest Fair

October 6,7,8

5th ANNUAL HARVEST FAIR RESTAURANT COMPETITION

- To:** Sonoma County Restaurants
- What:** 5th Annual Harvest Fair Restaurant Competition
- Entry Deadline:** June 23, 2017
- Details:** We invite you to participate this year, please read below!

Judging: *Judging will take place during July and August* Judges will make a visit to your restaurant during this time to evaluate your entries, which are based on a 100 point scale. *Details are provided in the competition rules & procedures.*

Judging Vouchers: Restaurants will provide the Harvest Fair with judging vouchers at no cost to the Harvest Fair. Any cost for additional food or drinks, ordered by the team of judges, is the responsibility of the judges, not the restaurant.

Awards and Recognition:

- One Gold Award will be given for each category. A Best of Show Restaurant will be selected from all entries.
- All winners receive publicity and exposure to the thousands of people at the Harvest Fair.
- Awards will be announced during the Harvest Awards Dinner, Sunday, October 1, 2017 at the Luther Burbank Center for the Arts.

Please note: Harvest Awards Dinner tickets are available to all food purveyors as well as your industry partners at a special rate of \$100 per person or \$1,200 per table of 10.

Sonoma County Harvest Fair Event: All restaurants are asked to serve in the Tasting Pavilion at the Harvest Fair (you can select a Saturday or Sunday, October 7 or 8))

Payment for samples served at Harvest Fair: Restaurants will be paid 0.50-\$1.00 per taste as determined by Harvest Fair Management. The Harvest Fair will contact the restaurants for the number of tastings needed. For example, it may range from 250 to 500 tastes.

HARVEST FAIR RESTAURANT COMPETITION RULES & PROCEDURES

1. Competing restaurants

Space is limited to the first 25 restaurants that fully complete the registration and competition process.

2. Entry Categories – *choose up to three entries from the following categories.*

- appetizer
- salad
- pasta dish
- vegetarian entrée
- fish entrée
- meat entrée
- dessert

3. Entries

Entries must be from your regular menu selection. Use of locally sourced Sonoma County ingredients should be used where applicable. Entries may be transformed into smaller taste-sized portions to be served during Harvest Fair weekend.

Only food prepared and produced by a Sonoma County based licensed business is eligible for entry. Entrants must work from a coded kitchen according to Sonoma County Health Department regulations.

4. Judging

Entries will be judged on the following 100 point scale: Appearance (35), Flavor (40), Texture (15), use of Sonoma County ingredients (10) as used in your menu description.

Restaurants may only enter items that are intended to be marketed and sold by their business.

5. Entries - Harvest Fair Weekend

Restaurants are responsible for providing personnel to serve their award winning products on either Saturday or Sunday during the Harvest Fair.

For maximum exposure, all restaurants who participated in the Restaurant Competition are invited to serve tasting samples of their food all three days of the fair. In exchange for your extended participation, Harvest Fair will order additional samples and reimburse at the same rate.

Harvest Fair Management reserves all rights to make final decisions regarding any rules or proceedings throughout the course of this competition.

HARVEST FAIR WEEKEND TASTINGS (OCTOBER 7 & 8)

1. The Harvest Fair will provide the following:

1. Business Sign indicating name of Exhibitor
2. Serving Station (8 foot table)
3. Access to water and electricity (if needed)
4. White table covering on station top
5. All necessary food permitting requirements
6. Access to hand washing stations

2. Restaurants will provide the following:

1. Any additional table décor, marketing materials, etc.
2. All necessary equipment for maintenance of hot/cold food items.
3. All necessary equipment for sanitary maintenance of station (as per health department regulations).
4. All serving supplies (cups, forks, napkins, etc.) recyclable or compostable preferred.
5. Items prepared for serving should be in bite size "tastes." We ask that you do not pre-plate food.
6. Provide personnel to serve their award winning products in the tasting pavilion.
7. Serving personnel must be 21 years old or older.
8. Restaurants may sign up for the day they prefer to participate in serving tastings; however, Harvest Fair will reserve the right to adjust the selection of restaurants to assure a balance of food choices is offered each day.

3. Payment for food samples

Harvest Fair will reimburse food vendors for the food tastes served and be paid \$.50-\$1.00 per taste as determined by Harvest Fair Management.

4. Harvest Awards Dinner - Sunday, October 1, 2017

Location: Luther Burbank Center for the Arts

Reception at 4:00 p.m.

Awards Ceremony at 5:30 p.m.

Dinner at 6:30 p.m.

We invite all gold medal award winners to serve food during the reception. Following the reception in the lobby, we invite you to join your colleagues in the theater for our Awards Program where the wine and food awards will be announced. The overall "Best of Show Restaurant" will be highlighted during the ceremony. Immediately following the awards presentation, we invite you to join us in the tent for dinner. *Tickets are available to all food purveyors as well as your industry partners at a special rate of \$100 per ticket or \$1,200 for a reserved table of 10.* This is your opportunity to savor great food and wine, reflect on your achievements, and acknowledge the accomplishments of the Sonoma County Food and Wine Industry as a whole.

For information and pricing please visit the Harvest Fair website at:

www.harvestfair.org



A CELEBRATION OF LOCAL FOOD, WINE & BEER

2017 Sonoma County Harvest Fair 5th Annual Restaurant Competition Judging June & July

Are you ready to get involved?

Follow these steps to get started:

1. **Submit your entry by Friday, June 23, 2017**
2. Review the Harvest Fair Competition Rules & Procedures contained in this document.
3. Fill out the **2017 Harvest Fair Restaurant Competition Entry Form & Judging Voucher** and send to: Harvest Fair (Attn: Restaurant Competition), 1350 Bennett Valley Road, Santa Rosa, CA 95404, **or** send by email to: squince@sonomacountyfair.com **or** Fax to: 707-573-9342

For more information email Sheila Quince at squince@sonomacountyfair.com

OFFICIAL ENTRY FORM

Restaurant Name: _____

Contact Person: _____

Phone & Email: _____

Address: _____

Hours of Operation: _____

Is the item entered available during entire hours of operation? (ex: dinner item only, Sunday Brunch item, lunch only, etc)

Yes No Indicate Time _____

Please indicate which categories you will be entering. You can enter up to three items with no restrictions. (example: 2 appetizers, 1 dessert) Please provide a detailed description of each entry on the following page. (the form will serve as the voucher for the judge when he/she arrives at the restaurant)

Appetizer

Salad

Pasta dish

Vegetarian entrée

Fish entrée

Meat entrée

Dessert

Item #1 _____

Item#2 _____

Item #3 _____



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5th Annual Restaurant Competition

Judging June and July

JUDGING VOUCHER

***Please fill out and sign below to validate your restaurant's judging voucher to cover the cost of the entered tastings described below for our team of judges.
Drinks, additional food ordered, and gratuities are the responsibility of the judges.
Entries cannot be judged without this completed voucher form.***

Category: _____

ENTRY DESCRIPTION #1: _____

Category: _____

ENTRY DESCRIPTION #2: _____

Category: _____

ENTRY DESCRIPTION #3 _____

NAME OF RESTAURANT: _____

CONTACT: _____

SIGNATURE: _____

PHONE: _____