



# THE 7TH ANNUAL BURGERS & BREWS FESTIVAL & COMPETITION

## EVENT OUTLINE for Participants

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### Event Info, Product Info & Recipes:

Please be sure to get your burger & beer names to Lynette by August 1<sup>st</sup> so they can be included in our Event Program. We encourage y'all to provide copies of your recipes to our Guests, along with "where to purchase" your product info, any promotional items you may have, all available directly from you at your booth.

- Although we expect a sell-out crowd of 350, **Burger participants should plan on serving approx. 300 servings; appetizer/tasting size portions** (*historically, participants have used 20-25 lbs of meat*)
- Beer participants plan on serving approx. 300 guests; tasting size portions.
- Booth signage to be provided by each individual participant
- Each participant to provide their own décor and linens
- Booth Area for each Burger participant is approx. 12x12

### Event Set-up:

- CWA to manage Venue set up
- Each Burger Participant to manage their own booth set-up; we encourage you to get creative to promote your burgers & brand for the Best of Show Award!
- Each Burger participant is responsible for providing their own serving equip. & utensils.
- 1-8' rectangular table will be provided for each Burger booth
- Tables, chairs, glasses, plates, utensils, linens, garbage cans, etc. will be provided for guests, by CWA.
- **Set up time starts 1:00 pm Sunday September 4th.** Event Venue set up by CWA will be complete by 2:00pm. Participants may enter any time after 2pm to set up. Should you require more time, wish to deliver your supplies earlier, or have special requirements please contact Lynette.
- **ALL participants must be set up and ready to serve guests no later than 4:45pm.** We will open the gates promptly at 5pm.

### Parking:

CWA to manage guest and vendor parking; Vendors coming early will be asked to park behind the Loading Chute so you have close access to your vehicles for off-loading.

**Beer Tasting Bar:**

Bartenders from the Loading Chute will be managing & pouring all beers at one of 2 tasting bars;

- 2-3oz Tastes of beer will be poured at one time
- Each Brewery is invited to stage promotional items near one of the 2 bars; please coordinate directly with Sarah.
- There will be a cash bar to purchase full servings of beer, wine & sodas
- Root Beer will be available at the bars for our guests at no additional charge.

**Beer Delivery:**

As soon as we have your details, we will coordinate your deliveries directly with the Loading Chute.

**Water:**

3 stations to be set up with a water "trough" for bottled water

**CWA Booth:**

Set-up by CWA

**Comp Tickets:**

CWA will provide 2 comp tickets to the event for each ranch/chef and brewery participating in the event for 2 of the people working their station. Comp tickets will be available to each participant event day at the Barn; please see Lynette.

We encourage you to share the event flyer with your network of contacts, by adding a link to your web site, post it to your blog, Facebook and/or barn door! The more the folks we have come on out, the more folks will be exposed to your awesome & tasty locally grown & made products, as well as supporting our local kids scholarship funds! We expect this event to sell out, so encourage folks to buy tickets early!

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**Need more Info? Contact Lynette or Jennifer!**

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