

Dear Potential Vendor,

The Beaufort Wine & Food Weekend showcases great wineries and winemakers from around the world. The synergy between Historic Beaufort, its restaurants, inns, shops and people translates into a first class event for both consumers and the business community. The good news for all is this year's proceeds benefit the Beaufort Historical Association, the friends of the North Carolina Maritime Museum, and the Carteret Community College Culinary School.

Our Sixth annual Beaufort Wine and Food Weekend will be held over five days beginning April 21, 2010. Over the past five years, we have sold out most of our events and wrote checks for more than \$300,000 to the N.C. Maritime Museum, the Beaufort Historical Association and the Carteret Community College Culinary School - not bad for five years! In 2010, we are adding more events and with a little help from our friends, we hope to donate even more to these great organizations!

[Vin de Mer Grand Tasting Frequently Ask Questions](#)

[What is the Beaufort Wine & Food Festival?](#)

The Beaufort Wine & Food Festival is one of the largest wine festivals in North Carolina! Each year, we bring together winemakers, winery owners, local restaurant and guest chefs to provide wine and food tastings, interesting and informative wine and food seminars, exhibits and exceptional wine/cuisine pairings.

[What opportunities are there for restaurants, wine distributors and retail markets?](#)

Primarily, restaurants, wine distributors and retail markets show off their fine wines, foods, and merchandise. At Vin de Mer, our guests will attend seminars and workshops, sample food and wines, and meet top professionals in the industry. Each vendor will receive a six-foot serving table, linens, tasting glasses, ice buckets, ice and disposables such as plastic forks and napkins. Restaurants bring a minimum of 500 tasting-size bites. Wine distributors supply a minimum of 40 bottle of wine per table.

[How can I register for the Festival?](#)

You need to fill out a registration agreement form and Email it to info@beaufortwineandfood.com or fax to 252-728-4966. You can obtain the form online or 252-728-5225 and ask for Patricia, Brooke or Lindsey.

[How many people can I bring to the Festival?](#)

Each restaurant/distributor/vendor will be given two (2) passes per table to the Vin de Mer Grand Tasting Village.

What if I want to bring more than two people to the Festival?

We only provide two complimentary tickets to the Festival. Your additional workers and guests will need to buy a ticket. Each year, we receive numerous requests from our exhibiting vendors for additional complimentary tickets. Unfortunately, we are unable to accommodate any requests for additional complimentary tickets as we hope to raise as much money as possible for those non-profit organizations that benefit from festival sales.

Can you give me a basic overview of how this whole thing works?

Sure! Fill out the agreement form and fax it to us. Weeks before the show, your name and website link will appear on our website. On the day of the Festival, you may arrive as early as 10am for setup. You will pull into the staging lot entrance, and we will register your employees, give you your credentials and take your staff to your assigned table. The Vin de Mer Grand Tasting service hours are from 12:30 to 4:30pm. After the Grand Tasting closes, AND NOT BEFORE, we begin the breakdown. Transport your leftovers and equipment back to our staging area, where your designated vehicle can pick it up. Breakdown takes some time, because everyone is leaving at the same time. Please allow up to one hour for breakdown.

What about electricity? Is it available at our table?

Generally speaking, no. We are able to accommodate a very few special requests. However, power is limited to one, 110 volt line. If you plan to use electricity, please let us know WELL in advance. IMPORTANT: Any restaurant/caterer that plans to use electric must bring their own, 100-foot extension cord.

Is there refrigeration at the show site?

There is no cold storage available in the tents. You may bring a cooler, and we will supply ice during the show hours.

May I use propane or butane burners at my table?

Propane is ABSOLUTELY PROHIBITED! The Fire Marshall will not allow propane in the tent area. You may use butane warmers to heat your food in your chafing dishes. REMEMBER, NO PROPANE, PLEASE!

What publicity will my company receive?

As a vendor, you will be listed on our website, beaufortwineandfood.com. We will provide a link to your website if you wish. In addition, we will run several advertisements in major and local newspapers prior to the Festival. We will list the name of your company, and the day on which you will participate.

What is the exact location of the Festival?

The Grand Tasting tents for Vin de Mer are located at the NC Maritime Museum's expansion site at Gallants Channel in Beaufort.

What are the procedures for load-in?

Load-in is between 10:00 and 11:00 a.m. For the Saturday Vin de Mer, you must have your vehicle at the loading area no later than 11:00 a.m. The process is simple, and runs very smoothly. When you drive onto the lot, a member of the Festival staff will greet you. He/she will ask you for the name of your company, then direct you to a staging area. You need to remove your car/truck from the staging area IMMEDIATELY and park it in one of our designated parking lots. It has been quite warm the last few years, so please pack all perishables in coolers with ice. We will supply you with more ice during the Festival. While one staff member takes your vehicle to the lot, the rest of your team will report to the registration table to get your credentials. No one will be allowed into the tent without credentials!

How does the load-out work?

When the gates close at 5 p.m., our security staff will clear the tent of all guests. You must have the proper credentials to remain in the tent after the gates close to guests. Most companies send one person to get their vehicle, while the rest of their team clears and stores their items. Most companies use their empty coolers to pack their serving dishes and

utensils. Your car/truck will be directed to you when it arrives at the staging lot. Please load everything QUICKLY and leave the premises IMMEDIATELY upon loading your car/truck.

How do I get credentials for my staff?

Each vendor is allowed TWO (2) passes per table to the Festival each day they exhibit. There are no exceptions. Your Service Coordinator will contact you for the names of the staff you will use at the Festival. You will appoint one person to be the “point person” for your company. If there is a problem, we will contact that person to resolve it. For example, if someone shows up who is not on your original list, the point person can substitute that name for the original person. This should alleviate any problems on site.

Who can I contact if there is a problem at the show?

There will be ticket takers at the front gate. Go there if you have any questions.

How much food and wine should we bring?

Each restaurant/caterer is required to bring 500 tasting size portions. Each wine distributor should bring 40 bottles per table. However, there will be approximately 1,000 people at the Vin de Mer Grand Tasting Village.

What is a tasting size portion?

It is a small (bite size) portion. It should be large enough to give the full flavor of the dish, but small enough so it doesn't need to be cut with a knife.

How many other vendors will there be at the Festival?

There will be approximately 60 vendor tables. Each company has a table and a sign.

How can I make our food and wine last for four hours?

The Vin de Mer Grand Tasting Tent is open from 12:30 until 4:30pm. If you run out of wine or food you cannot begin to dismantle your table until the grand tasting is over! So, you want to make your food and wine last. Try this: Stop serving periodically if you foresee that you might be running out of food or wine faster than you anticipated.

Vendor Registration

Date: April 24th, 2010

Location: Gallants Channel, Beaufort, NC

Vin de Mer Grand Tasting: The Festival comes to life on Saturday, April 24th, when the Vin de Mer Culinary Village officially opens! From 12:30pm to 4:30pm, guests can venture to the NC Maritime Museum Site at Gallants Channel to experience a culinary affair like no other. Touted as the Festival's "heart," the Beaufort Wine and Food Culinary Village features a large enclosed vendor village that showcases over 60 culinary related businesses, including top restaurants, wineries from all over the world, culinary related merchandise and much more. Individuals with discerning tastes who are always looking for the latest in wine and culinary related merchandise will show up by the hundreds—more than 1,000 on Saturday at the Grand Tasting Village - all anxious to check out your specialties. This captive audience comes specifically to experience and enjoy the local culinary scene: They want to take home your merchandise, ask your staff questions about your products, to know your location, and procure additional information you might offer. In short, they are hungry to find out as much as possible about your establishment. Marketing Tip: Make your table display stand out. Use your colors, a theme, etc. In the trade show business, there is an old saying "It is a show, so show them!" Have a show at your table that guests will remember.

We Supply:

- Your customers.
- Signage for table.
- Six-foot draped table and two chairs, ice, bus pans, disposable napkins and tableware.
- Two-vendor entrance passes to the Grand Tasting Village.
- Company listing in tasting programs and BWF website. With a link from our website to yours, you should soon taste the rewards of your association with this culinary event.

You Supply:

- Your merchandise, business cards and other information you might like to offer.
- Supplies needed to complete cash and credit card sales.
- Your table decorations. You want to stand out.

Please complete the following:

_____ Yes, we will attend the Beaufort Wine and Food Weekend Vin de Mer Grand Tasting on Saturday April 25th 2009 from 12:30 pm to 4:30pm.

Event Fee: \$250.00 per table.

Business Name: _____

Products to be sold or displayed: _____

Will your company be providing tasting samples of your product? _____ Product _____

Address: _____ City _____ State _____ Zip _____

Phone: _____ Fax _____ Email _____

Contact: _____ Title _____

Number of tables: _____ Fee enclosed \$ _____ Check# _____

Signature: _____ Date _____

Thank You!

