

# Garden & Grape Food and Wine Festival

Saturday September 28th, 2019 2:00pm - 6:00pm  
UT Gardens 2518 Jacob Drive Knoxville, TN 37996  
[www.gardenandgrape.com](http://www.gardenandgrape.com)

Organized by: TN Beef Council, TN Farm Winegrowers Alliance, UT Institute of Agriculture

## Restaurant Letter & Registration Form

Only 12 Spots Available

### Join us to have impact with hundreds of potential patrons.

- Compete for CHEF of the FEST!
- Market your restaurant to hundreds of local and visiting “foodies”
- Build Brand Awareness
- Support local Agricultural Advancement
- Delight in customer engagement
- Connect with local wineries and beef producers to supply your restaurant.

Garden & Grape will showcase the agricultural diversity of Tennessee through locally sourced Tennessee Beef and Local Wine. This food and wine festival is organized by Agricultural industries here in Tennessee; Tennessee Farm Winegrowers Alliance and Tennessee Beef Council, with support from the TN Department of Agriculture. Proceeds from this event will go to benefit the University of Tennessee Agriculture Extension Program, helping to provide solutions to the state Agricultural community through the application of research and evidence based knowledge.

**FEES: THERE ARE NO FEES FOR RESTAURANTS, IN FACT WE WILL PAY YOU!**

### CRITERIA FOR PARTICIPATION:

1. Return Registration form before August 10th., 2019. (ONLY 12 SPOTS AVAILABLE)
2. Provide 1 small plate main dish MUST utilize TN Beef; enough samples for 500+ people.
3. OPTIONAL: 2nd dish of a side or dessert encouraged; enough samples for 500+ people
4. Utilize as much local TN produce and dairy as you can.
5. A Title & Description of dishes by August 10th, with farm source of TN product.

### Exhibit Space:

Your booth space will be assigned by Garden & Grape organizers, each booth will consist of a 10x10 tent and 2 - tables. We will be creating POD cluster through out the gardens pairing 3 restaurant with 3 wineries throughout the gardens. If there is a particular winery or beef farmer you already have a relationship with and would like to collaborate with please let us know.

Please complete and Email The Restaurant Registration Form to: Adam Acampora  
[adam.acampora@tennesseewines.com](mailto:adam.acampora@tennesseewines.com) (C)757-434-3891

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## **SETUP: GARDEN & GRAPE WILL START AT 2PM**

You are required to be set up and to be ready to serve ONE HOUR before the festival starts. PLEASE ARRIVE NO LATER THAN NOON on September 28th, 2019. No late setups will be allowed to participate. We will start on time.

We expect a sellout crowd of 500 attendees. Please make a point to decorate your table; this is a fantastic opportunity to showcase your restaurant to build brand awareness, brand loyalty and customer engagement with thousands of potential patrons.

## **What Garden & Grape Wine and Food Festival Provides:**

- Marketing, marketing, marketing. CHEF of the FEST competition. (The sooner you sign up, the sooner we will promote your eatery!)
- The 'right' demographics to grow your brand
- (2) 6' plastic covered tables (linens are NOT provided)
- Listing in the on the festival website
- Water
- Customers eagerly awaiting to taste your mouth watering samples
- Two wine glasses for wine tasting
- 10' X10' Shade Canopy
- \$250 toward TN BEEF purchase - (Post Events Reimbursement Grant through TN Beef Council and TN Department of AG.)

## **You Provide:**

- 500 + mouth watering samples of each dish to compete for Chef of the Fest!
- Bring your own Linens, Table Décor, Disposable Plates and Utensils, Staff, etc.
- Chef photo, Bio, Logo and info on your Restaurant (Please provide asap so we can cross promote!)
- Cook top (if needed). Propane ONLY. Please provide a fire extinguisher if you have any type of open flame in your booth.
- Completed Reimbursement Form post event with receipts

Any Restaurant that is registered and does not show up for the time and date listed above will be charged a \$150 "NO SHOW FEE". All Restaurants must have a current credit card on file with Garden & Grape Organizers. Your Credit card WILL ONLY be charged IF: 1) The restaurant is a "No Show" 2) The restaurant leaves it's mess behind and does not clean up. Note) you must remove your waste, serving trays, warming containers and all material that you used to set up your display on your assigned table. Otherwise a \$150.00 cleaning fee will be charged to your credit card.

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## Restaurant Registration Form

**We WANT YOU! However we only allow 12 of Knoxville's Top Restaurants!**  
**Don't miss out! Please sign up early to reserve your spot!**

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Restaurant Name

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Owner's Name

Contact Name

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Restaurant Website

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Title Cell #

Email Address

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Restaurant Address

Phone Number

### **FEES: THERE ARE NO EXHIBIT FEES FOR RESTAURANTS, IF CRITERIA ARE MET:**

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Credit Card Credit card number (must be on file with Garden & Grape Organizers)

Exp. Date Name on the Credit Card \_\_\_\_\_

CHEF'S NAME: \_\_\_\_\_

DISH 1) \_\_\_\_\_

DISH 2) \_\_\_\_\_

Please be advised that your signature below confirms your reservation and that you agree to and understand the terms in the attached information. Due to the limited number of spots (12) and a highly anticipated demand from restaurants, we recommend that you register early to ensure your spot. A \$150 cancellation fee will be imposed to any restaurant cancelling after September 10th, 2019.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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