



Durango Chapter

March 24, 2010

INVITATION FOR FOOD/BEVERAGE VENDORS

Greetings!

Planning is underway for "The Taste of Durango 2010" on **Sunday, May 16**. Last year we had over 7,200 attendees, most of them were locals! We would love you to be part of this great annual event. This event gives you an opportunity to showcase your products to locals who may not know about your establishment. It is also a great opportunity for you to target year round customers. By controlling portion sizes to "Tastes", food cost can be reduced allowing you to cover your expenses.

You will receive back one half of the monies that you collect. As usual, half of the monies collected will remain with the CRA in order to fund this event and future activities of the CRA. We will be donating a very large portion of the proceeds from the taste to the Manna Soup Kitchen, which depends on this event for a majority of their food budget. Manna Soup Kitchen will be providing an army of volunteers in order to stage the 2010 Taste of Durango event. Other beneficiaries in 2009 were the Durango High School Pro-start culinary program who won the state competition, and even traveled to San Diego for a shot at Nationals. Thanks to your support, last year we donated just over **\$11,500**.

This year we plan to utilize three blocks of downtown Durango from 8th street to 11th street. Event hours will be from **11 a.m. - 3 p.m.** We will once again have live music, a variety of entertainment and additional attractions like a cooking demonstration booth by Pro-Start who will also provide some interactive things for kids to do. The main focus, of course, will be our great food and community.

This year we will be limiting the number of drinks offered by food vendors in an effort to limit over serving. As in the past, Durango's four micro breweries will be invited to attend and serve their beer. The first ten "PAID" food vendors that would like to provide an alcoholic drink will be able to do so. All restaurants that sell alcohol must remember that the focus should be on the food. Each restaurant that would like to provide an alcoholic drink must list their desired specialty cocktail on the reservation form. We will allow 2 Bloody Marys and 2 Margaritas; all other drinks should be specialty cocktails that would complement your restaurant. The Durango Chapter will provide the cups for the drinks offered. Drinks may be drawn from a lottery if more than ten requests were to arrive in conjunction.

Cost to participate will be the same as last year and there will be no charge for a liquor license. The "taste" token price of \$.50 also remains the same. The Durango Chapter Board wants to stress that this is the **TASTE** of Durango. Your food portions should be Tastes (bite sizes, not meals). This allows the public to visit ALL of the booths and taste their wares. There will be a six (6) tokens maximum for each taste you offer. This also includes alcoholic beverages. Last year we had over 24 booths offering food and drinks. It was a busy 4 hours for all of the contributors, but everyone had fun and the event went very well.

Please accept this letter as our invitation to join in the festivities by reserving a booth at the Taste of Durango 2010. Your booth location requests will be honored in order of receipt of registration. We are contacting all previous and potential participants now, only the application acceptance date is staggered, so fill in your application and get it to us ASAP! We rely on your participation in order to help the community, and in order to keep this event going. We look forward to working with you to again make this Taste of Durango a truly spectacular event. Please sign up today and be part of a great event that not only benefits your business, but benefits the entire community!

Sincerely,

Sean Devereaux
Durango Chapter Colorado Restaurant Association
President
(970) 799-2853
Sean.devereaux@frontier.net

Taste of DURANGO

RESTAURANT RESERVATION FORM 2010

- Yes! We want to be a part of the Taste of Durango 2010!

Restaurant: _____

Contact Person(s): _____

Mailing Address: _____

Physical Address: _____

Telephone: _____ FAX: _____

Email address (if available): _____

- We are a member in good standing of the Colorado Restaurant Association – Durango Chapter. \$75 Early Bird* (\$100 after 4/15/2010)
- We are not a member of the CRA but would like to join and receive the discounted Taste of Durango registration rate. \$75 Early Bird* (\$100 after 4/15/2010)
- We are not a member of the CRA. \$125 Early Bird* (\$150 after 4/15/2010)
*Early Bird payment gets your name/logo on all promotional material

Registration fees are payable to the **Colorado Restaurant Association – Durango Chapter**, P.O. Box 1184, Durango CO 81302. Specific booth location requests including electricity will be honored in order of receipt.

Comments:

For Office Use:

Date Received: _____ By: _____

Paid: _____ Check # _____ Reservation Number: _____

TASTE OF DURANGO 2010
Spirituos Liquor Lottery

DEADLINE: 3:00 PM FRIDAY, APRIL 15, 2010

This year's Taste of Durango 2010 will limit its drink providers to the first 10 food vendors in order to limit the drinks available. This does not include our breweries. Please submit your drink request ASAP to get a spot this year.

Name of Restaurant: _____

Contact Person: _____

Restaurant Phone & E-Mail: _____

We are entering the Lottery to be chosen to make any **ONE** of the following:

BLOODY MARY **MARGARITA** **NAME OF DRINK** _____

NAME OF DRINK _____

BEER

Return To: Sean Devereaux

Fax (970) 259-5029

Any Question call: 799-2853