



PA FLAVOR

the ultimate beer & food pairing

BREWERY APPLICATION

Savor the flavors of Pennsylvania by joining us, the Brewers of Pennsylvania, the Department of Agriculture's PA Preferred Program, and the American Culinary Federation, at PA FLAVOR. At this April 28 event you will experience the freshness and flavor of PA's best craft beers and artisan food products paired under one roof for your enjoyment.

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ABOUT THE SHOW

PA FLAVOR is presented jointly by the Brewers of Pennsylvania, the Department of Agriculture's PA Preferred Program, and the American Culinary Federation and is designed to showcase the many unique beer and food offerings in Pennsylvania.

This event brings together up to 40 Pennsylvania breweries along with 20 PA Preferred food producers and 20 PA Preferred restaurants in a unique sampling event with all vendors intermingled in a 45,000 square foot space.

Up to 1600 food and beer aficionados from the Mid-Atlantic region will be in attendance at PA FLAVOR. Attendees will be able to sample the numerous beers brewed from around the state and partake in restaurant samples featuring Pennsylvania beer and PA Preferred food items.

This event will be promoted state-wide via all participating breweries, via the Brewers of Pennsylvania (www.pabrewers.com) and PA Preferred websites, along with numerous online sites.

EVENT DETAILS

Date: Saturday, April 28, 2012

Event Time: **1-2 p.m. - NEW THIS YEAR:** VIP Reception including butler passed hors d'oeuvres and **extra specialty craft beers**

2-5 p.m. - General Admission

Set-up Time: 10 a.m. the day of the show only.

Location: The Main Hall of the Pennsylvania Farm Show Complex (Main Hall East Entrance or Main Hall West Dock Entrance)

Site Details: A 45,000 square foot open site plan with sampling stations each featuring breweries, PA Preferred food producers and PA Preferred restaurants.

SPECIAL BREWERY INFORMATION

Each participating brewery will receive a \$100 stipend toward two (2) half barrels for this event. We ask each participating brewery supply one (1) case or one (1) sixtel of specialty beer for the VIP Reception.

Beer samples will be served from your booth with brewery representatives on hand to answer any questions attendees might have.

BOOTH SPACE INCLUDES

8' Back wall drape

8' table

2 chairs

Electricity (Optional: \$45)



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BREWERY INFORMATION

Brewery Name _____

Street Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website Address: _____ E-Mail _____

Contact Name _____ Title _____ Date _____

AUTHORIZED SIGNATURE: _____

By signing above, the individual signing this contract represents and warrants that she/he is duly authorized to execute this binding contract.

YOUR PRODUCT DESCRIPTION (PLEASE LIST THE BEER YOU WILL BE SERVING)

Bring one case or sixtel of special beer for the VIP Reception.

BREWERY STIPEND _____ \$100.00

We require electricity at our booth for \$45.00 to be withdrawn from our stipend. *(extension cords not included)*
Please indicate the address and who the check should be made payable to below:

Please donate my stipend to Brewers of PA.

Do you require overnight accommodations for Friday or Saturday night?
An event representative will contact with information regarding overnight accommodations.

FOR MORE INFORMATION PLEASE CONTACT

Ed Yashinski Phone: 717.534.1297 • E-Mail: edy@troegs.com

*Please fax this sheet to 717.236.1202 or mail to:
ATTN: Heidi Howard, Pennsylvania Restaurant Association
100 State Street, Harrisburg, PA 17101*



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