



# PA FLAVOR

*the ultimate beer & food pairing*

## RESTAURANT 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.*

# PA FLAVOR

## 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](http://www.pabrewers.com)) and PA Preferred websites, along with numerous online sites.

## EVENT DETAILS

**Date:** Saturday, April 28, 2012

**Event Time:** 1-5 p.m.

**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 RESTAURANT INFORMATION

Each participating restaurant will receive a \$200 stipend for providing food samples for this event. We ask each participating restaurant to supply two cold or hot served food items for the 1600 attendees at PA Flavor.

Food items will be served from the restaurant booth with restaurant representatives on hand to answer any questions attendees might have.

We encourage restaurants to use ingredients produced by PA Preferred food producers and PA Brewers.

All food items should be prepared offsite and brought ready to serve to the event.

## BOOTH SPACE INCLUDES

8' Back wall drape

8' table

2 chairs

Electricity (Optional: \$45)



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**COMPANY INFORMATION**

Company 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 DISHES YOU WILL BE SERVING)**

*Please attempt to create dishes that represent the local flavor of your area using PA Preferred Items and Pennsylvania Beer.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**EXHIBIT STIPEND \_\_\_\_\_ \$200.00**

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 exhibit stipend to the PA Restaurant Association Central Chapter Scholarship Fund.

**FOR MORE INFORMATION PLEASE CONTACT**

**Heidi Horward** Phone: 717.232.4433 • E-Mail: [heidi@parestaurant.org](mailto:heidi@parestaurant.org)

*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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