

# Beer and Spirit Application 2013 Asheville Wine & Food Festival SWEET and Grand Tasting



We're excited to share that the Asheville Wine & Food Festival was named in the Top 10 Wine and Food Festivals in the United States by Trip Advisor, and the *NY Post* named the festival "one of the eight great places to get down this year."

This year, SWEET is on Friday, August 23<sup>th</sup> (a location to be announced), downtown Asheville, and the Grand Tasting will be held on Saturday, August 24<sup>th</sup> at the recently remodeled US Cellular Center in downtown Asheville, a convenient location for locals and out-of-town attendees. We hope you'll join us for this exciting event receiving national accolades.

As a participating brewery or distillery in one of the premier festivals in the country, you have the chance to showcase a selection of your products to some of the nation's top foodies. This marketing opportunity can help build your brand on a local, regional, and national level. By showcasing to an audience of almost 3,000 food lovers, you have the chance to build your company's name as a premier brand.

To apply for the SWEET and/or the Grand Tasting, please print and fill out the short application form.

**DETAILS for SWEET** is Friday, August 23, (Location and Time to be announced) in downtown Asheville. We are limiting the number of dessert and drink vendors to 20 to ensure all vendors and patrons have a comfortable experience. The total number of attendees is limited to 1,000.

**DETAILS for Grand Tasting:** The Grand Tasting is Saturday, August 24, from 1:00 to 5 p.m. at the US Cellular Center in downtown Asheville. This is the former Asheville Civic Center, renovated and renamed, with plenty of space. We will create a "Beer City" and a "NC Spirits" section of the festival to draw attention to your products. Please let us know as soon as possible so we can plan the location and size of these areas.

## EXHIBITOR INSTRUCTIONS

This event is FREE to all Brewery and Spirit vendors accepted to participate in the festival. Grand Tasting vendors must be open for the full schedule from 1:00 to 5 p.m. Guests will be able to taste your products while learning where they can purchase your product in their communities. For 2013, we will offer a VIP area, opening at 1:00, to introduce you to a special clientele. General admission will start at 2:00 p.m. All "tastings" are free to the attendees.

## GRAND TASTING FLOOR SPACE REQUIREMENTS

Each winery will have a backdrop to hang their sign or banner, (2 or more) 8-foot tables, front table linens, and two chairs in an 8' X 10' space. If additional space is needed, please let us know as soon as possible. You may bring a booth provided it does not exceed the allotted area and does not have a roof or canopy. Electricity (110 volts) will be available, but you must notify us of how many electrical hookups you will need at least 2 weeks prior to the festival. Contact us if you need to rent additional tables, chairs, or linens.

## INSURANCE, PERMITTING & TAXES

Each vendor must maintain Comprehensive General Liability Insurance of at least one million dollars (\$1,000,000) general aggregate and \$500,000 each occurrence. A copy of your proof of insurance naming the Asheville Wine and Food Festival (AWFFLLC) as a Certificate Holder will be due one month prior to

the festival. Exhibitors are responsible for complying with local and state tax regulations. Exhibitors are also responsible for North Carolina licenses, permits, and compliance with all food regulations. The Asheville Wine & Food Festival is not liable for its exhibitors or any items inside their booth areas.

**SWEET ACCESS**

Please set up Friday afternoon (time to be announced). A table with tablecloth will be available. Any banners or signs will need to be attached to the table or hung from an easel that you will need to bring. Patrons will arrive at (Time to be announced) PM.

**GRAND TASTING ACCESS**

You may set up after 3 p.m. Friday, August 23, or between 7 and 11 a.m. the day of the festival.

**Total Attendee Participation is expected to be 3,000**

**VIP Access** for attendees will begin at 1:00. Vendors are required to participate. We estimate that approximately 750 guests will arrive during this time. The VIP Admission period represents an opportunity to meet a very interested audience in a relaxed atmosphere.

**General Admission** starts at 2:00 p.m. We expect 2,250 general admission attendees. With convenient parking, nearby accommodations, and many attendees taking advantage of local hotel packages, they have time to relax and acquaint themselves with your products.

**Beer and Spirit APPLICATION – We must receive this form in order to confirm your acceptance.** We will provide 4 vendor entry passes based on your need. Additional badges must be requested at least two weeks in advance.

Company Name \_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_ E-Mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

If you would like to occupy multiple locations or contiguous booths, please indicate below (not all requests can be accommodated)

	<b>How Many Booths?</b>
<i>Participate in SWEET - FREE</i>	#
<i>Participate in Grand Tasting - FREE</i>	#
<i>How many Electrical Outlets ?</i>	#
<i>Additional Access Entry Passes</i>	#

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

Email, mail, or fax form to: [info@ashevillewineandfood.com](mailto:info@ashevillewineandfood.com)  
 Asheville Wine & Food Festival, P.O. Box 2017, Asheville NC 28802  
 For questions, please call (828) 777-8916 Fax (828) 626-3030