



## 2017 Taste of Wisconsin

February 28, 2017 – Rock Garden

Sponsored by the Brown County Dairy Promotion and Brown County UW-Extension

**Dear Taste of Wisconsin Chef/Restaurant,**

We appreciate your interest to participate at the Brown County Dairy Promotions and UW-Extension's Taste of Wisconsin event. Your culinary contribution helps make this event possible.

We are currently planning the 2017 event, scheduled for Tuesday, February 28<sup>st</sup>. This year, the event will be held in at The Rock Garden, which will allow for more restaurant visibility and signage, as well as a better flow of people and ample space to increase attendance. We are hoping you will join us again this year.

As a chef/restaurant, you have the opportunity to display your logo on your serving table. In addition, you may decorate your serving table and display your brochures and coupons. Your logo will be in the program and prominently displayed in event signage. We expect tables to be manned by either you or a representative from your restaurant. We are expecting 325 people to be in attendance.

### **What are the benefits of participating?**

- Gain exposure through 275 guests taste testing your signature dish(es).
- Receive exposure in the event program highlighting your restaurant to 325 guests.
- Distribute business cards/brochures on display at your station. Post your own restaurant name signage, banners, logo items etc....or be as creative as you want in displaying your restaurant name at your station.

### **As a participating restaurant, we ask you to:**

- Provide a sampling size of your signature dish(es) for 275 guests.
- Be present at the event to serve and explain your dish(es).
- Allow the Taste of Wisconsin Event to use your restaurant name for event promotional materials.
- Provide decorations, extension cords and any portable cooking equipment needed for your station.
- Arrive no more than two hours prior to doors opening – be set up by 5:00 pm.

### **Ready to reserve your spot at the 2017 event?**

Fill out the enclosed/attached restaurant form, and submit it to Judy Knudsen at [knudsen\\_ja@co.brown.wi.us](mailto:knudsen_ja@co.brown.wi.us) or mail to 1150 Bellevue Street, Green Bay, WI 54302 by January 31. We will also ask for your logo (if changed from the logo submitted last year), and your supply needs (plates, bowls, napkins, flatware, etc.).

If you have any questions, please contact the UW-Extension office at 920-391-4610.

Thank you again for your participation in the Brown County Dairy Promotion's Taste of Wisconsin. See you in February!

Sincerely,  
The 2017 Taste of Wisconsin Planning Committee



Taste of Wisconsin  
1150 Bellevue Street  
Green Bay, WI 54302

[www.BrownCountyDairyPromotions.com](http://www.BrownCountyDairyPromotions.com)



## 2017 Taste of Wisconsin Chef/Restaurant Reservation Form



Thank you for your interest in participating in the 2017 Taste of Wisconsin event, scheduled for Tuesday, February 28, 2017 at The Rock Garden. To reserve your spot at the event, please complete the following form. Please note only 25 chefs/restaurants will be included in the event, accepted on a first come, first serve basis. To provide a well-rounded menu for the evening, we are accepting:

~ 7 appetizers ~8 entrees ~6 desserts ~4 beverages

Complete this form and mail it in, or for a digital submission, go to <https://goo.gl/so7ha1>. Let's get started!

### Ingredients from Wisconsin\*

- Cranberries
- Green Beans
- Carrots
- Peas
- Potatoes
- Honey
- Apples
- Cherries
- Whipping Cream
- Cheese
- Milk
- Sour Cream
- Wine
- Beer
- Aquaculture
- Any Dairy Product
- Any WI Grain
- Any WI Meat
- Any other WI item

\*at least one must be featured in your signature dish(es)

Restaurant/Business Name: \_\_\_\_\_

Chef/Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

- Sampling Choice (check one box):
- Appetizer
  - Entrée
  - Dessert
  - Beverage

Featured Wisconsin Ingredient (s): \_\_\_\_\_  
\_\_\_\_\_

Name of Dish: \_\_\_\_\_

Mail to: Brown County UWEX, Attn: Taste of Wisconsin  
1150 Bellevue Street, Green Bay, WI 54302

Email to: [Knudsen\\_ja@co.brown.wi.us](mailto:Knudsen_ja@co.brown.wi.us)

Fax to: 920-391-4617

Deadline: January 31, 2016



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