



Dear Restaurateur:

In its third year, the Idaho Wine Commission will be hosting Savor Idaho, Idaho's Premier Wine and Food Event. The event will be held on June 12, 2011 at the Idaho Botanical Garden in Boise, ID, featuring a vast array of Idaho wineries and restaurants. Savor Idaho gives consumers a unique opportunity to savor the best Idaho has to offer in wine and food. The consumer tasting will begin promptly at 2pm and run till 6pm welcoming 900 guests. Each guest will be greeted with a commemorative wine glass as they taste and sip their way through Idaho's best.

This year we will be adding a new component, a trade tasting, from 1-2pm. Unlike last year this trade tasting will be geared towards media, distributors and restaurant owners/buyers. We received feedback from several wineries stating they would like to have the opportunity to meet with the trade prior to the opening of the consumer tasting and during the trade hour is when these conversations can take place without being interrupted by consumers. The attendance to the trade tasting will be limited in order to give the wineries, restaurants and exhibitors quality face-time with the trade.

In order to make Savor Idaho an unforgettable event, the Idaho Wine Commission is currently seeking restaurants. Your participation in Savor Idaho offers an unparalleled opportunity to promote your establishment, as well as a great way to get involved in the industry. Advertising for this event will cover a broad spectrum in print, web, radio, and possibly television to ensure we reach a wide range of consumers. At the event, your company and the talents of your staff will connect with a wine and food-friendly audience of over 900 consumers. Your involvement indicates to the media and public that you support Idaho products and recognize the affinity of wine and food.

Participating restaurants are asked to prepare 1000 "taste" sized portions of a selected menu item. To help offset costs, Sysco has agreed to be a premier sponsor once again. If you're a current Sysco customer participating in Savor Idaho, your restaurant has the ability to receive \$200 worth of stocked product directly from Sysco.

Savor Idaho coincides with Idaho Wine Month in June, when additional promotional activities are designed to raise awareness of Idaho wines. These events will take place at participating venues, specialty food vendors, wineries and retailers throughout the month. The Idaho Wine Commission is encouraging all supporters to have special Idaho wine month promotions.

Thank you for your consideration. If interested in participating, please fill out the attached form and email/mail/fax it to the Idaho Wine Commission by January 31<sup>st</sup>. We appreciate your support of the Idaho wine industry and look forward to working with you to create an exciting Savor Idaho.

Sincerely,

Moya Shatz  
Executive Director  
Idaho Wine Commission



**Savor Idaho 2011 Restaurant Registration**  
**Deadline: March 31, 2011**

Restaurant Name: \_\_\_\_\_

Chef: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

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

**Menu Item**

Each restaurant is asked to provide 1000 small, bite size portions and acquire the proper health permits. Some restaurants ran out early so we encourage you to make more if you ran out early last year.

**Permits**

Please make sure to contact Irene Mansfield at CDHD at (208) 327-7499 or online at [www.cdhd.idaho.gov](http://www.cdhd.idaho.gov) to receive the proper health permits at least 30 days in advance. Please contact Moya for the proper forms to fill out and send in with payment (if applicable). Please provide menu items to Moya Shatz [moya@idahowines.org](mailto:moya@idahowines.org) at time of registration, or by May 1<sup>st</sup>.

Along with the CDHD health permit, City of Boise requires an Eating and Drinking License. A copy of the permit has been included, and must be submitted with the permit fee of \$28.50, to the city 30 days prior to Savor Idaho.

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**Supplies**

Each Restaurant will receive two 8ft tables, one in front with linens to display items, and one in back to prepare items. In addition, a sign will be placed nearby to display your company name; linens, napkins, plates, forks and spoons will also be provided. Please provide other necessary utensils. If you have any extra signage for the front of your table, or brochures, we encourage you to bring them to the event as well.

**Contact Person**

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

**Representatives**

Registered restaurants are allowed **THREE** representatives. Additional representatives may purchase tickets online at [www.savoridaho.org](http://www.savoridaho.org) for \$40. Deadline for submitting representative names is May 13, 2011.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**Logo**

Restaurants will be identified in the event program and online by their logo. Please e-mail your logo to Moya Shatz the same time you send in your registration. The logo needs to be sent in jpg 300 dpi format by January 31, 2011.

**Reimbursement**

To help offset some of your restaurant's costs, you have the opportunity to receive \$200 worth of stocked product from Sysco, a premier sponsor, if you're currently a customer of Sysco. To receive products, you must schedule directly through Sysco with your sales representative by **May 20, 2011**.

\_\_\_ I am a current Sysco customer and would like to receive \$200 worth of stocked product from Sysco

**Electricity**

All restaurants requiring electricity will be charged \$15 to help offset the costs. Please bring an extension cord if you plan to use electricity.

\_\_\_ I will need an electricity hookup and have included the \$15 fee

\_\_\_ I do not need electricity

**Website**

To view your information online, and see other participants, please visit the Savor Idaho webpage, [www.savoridaho.org](http://www.savoridaho.org)

Please email/fax/mail the completed registration form to Moya Shatz by **January 31, 2011**.

Idaho Wine Commission  
Attn: Savor Idaho  
821 W. State St.  
Boise, ID 83702  
Phone: 208-332-1538  
Fax: 208-334-2505  
[Moya@idahowines.org](mailto:Moya@idahowines.org)