



**May 24-27, 2018**

## **Restaurant Registration Fact Sheet**

### **NOWFE is a NON-PROFIT ORGANIZATION**

To date, the New Orleans Wine & Food Experience has raised over \$1 million for local non-profit organizations right here in our community. We are proud to be a part of making New Orleans a better place to live, work and visit.

The New Orleans Wine & Food Experience is one of the premiere events in the Big Easy, showcasing what the city does best. In its 26<sup>th</sup> year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 7,000 gourmands and connoisseurs as well as art and music lovers. We're also excited to share the bounty with all the locals who enjoy excellent food, exceptional wine, and a great time!

**All events start on time.** We require that you are set up and ready to pour/serve at least 30 minutes ahead of scheduled start time. Late arrival may result in exclusion from the event.

### **OPTIONAL EVENTS:**

#### **ROYAL STREET STROLL**

**Thursday, May 24, 2018 | 5:30-8:30pm**

**Early Entry Hours:** 5:00 to 5:30pm

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one half hour prior to the general admission gates open at the Royal Street Stroll.

**General Admission Hours:** 5:30-8:30pm

**Location:** 200-900 blocks of Royal Street

**Sampling:** Be prepared to supply 2,500 2oz samples. We expect 2,500 in attendance and typically sell out.

**NEW for 2018...** NOWFE is providing each participating restaurant a \$150 stipend to offset your cost.

#### **Guidelines:**

- Load-in is at 3:00pm (subject to change)
- All restaurants should be ready by 4:30pm
- Each station will have a dressed 6ft front table and a table in the back
- Restaurants are responsible for providing their own serving needs (i.e. plates, bowls, utensils)
- We encourage you to decorate your space with promotional items, signage, etc.
- If you need electricity (and quantity), ice (20lb) bags, other, please contact Erin Murphy at [emurphy@nocci.com](mailto:emurphy@nocci.com) by April 2, 2018
- Restaurants receive four (4) vendor passes for those working the event
- Deadline to register: April 9, 2018

#### **GRAND TASTING**

**Friday, May 25, 2018 | 6:00-9:00pm | Early Entry Times: 5:30 to 6:00pm**

**Saturday, May 26, 2018 | 2:00-5:00pm | Early Entry Times: 1:30 to 2:00pm**

Early Entry times is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one half hour prior to the general admission gates open at the Grand Tasting.

**Friday General Admission Hours:** 6:00-9:00pm

**Saturday General Admission Hours:** 2:00-5:00pm

**Friday Trade Hour:** 5:00-6:00pm

**Location:** TBA

**Sampling:** Be prepared to supply 2,500 2oz samples at each Grand Tasting.

**NEW for 2018...** NOWFE is providing each participating restaurant a \$100 stipend for Friday or Saturday's Grand Tasting and a \$250 stipend if the restaurant participates in both days of the Grand Tasting.

#### **Guidelines:**

- All restaurants should be ready one hour prior to the General Admission time
- Each station will have a 6ft skirted table, a back 6ft table, signage, plates, bowls, cutlery and napkins
- Restaurants are responsible for any additional table décor, serving pieces and equipment
- We encourage you to decorate your space with promotional items, signage, etc.

# New Orleans

## WINE & FOOD EXPERIENCE

- No charcoal, wood or propane grilling. WE DO NOT PROVIDE KITCHEN FACILITIES, EQUIPMENT, OR ELECTRICAL. If you need electrical, there will be a charge. If doing any cooking, a fire extinguisher is REQUIRED
- Grand Tasting dish(es) to be listed in print materials and must be entered upon registration
- Restaurants receive four (4) vendor passes for those working the event
- Retail sales are prohibited. Promotional materials are allowed and decorating your space is encouraged.
- Deadline to register: May 10, 2017

### FLEUR DE LIS CULINARY AWARDS

#### Guidelines:

- Restaurant participation optimizes visibility and highlights their cuisine and chef during The Grand Tastings
- The deadline for recipe submission closes Friday, March 16, 2018
- Dishes judged in five categories: Seafood, Dessert, Meat and Poultry, Lagniappe (includes pastas, rice dishes and vegetarian), Soups, Stews & Gumbos
- Gold, Silver and Bronze medals will be awarded in each category. A Best in Show medal will also be awarded
- The competition will be held in late March/early April, at the individual restaurants, by appointment
- All submissions will be included on the NOWFE. Professional photography is included.
- Winning recipes will receive an enhanced layout in the official program, media attention and will be listed on the NOWFE website
- Judges include local and regional radio, print and television media

### OTHER EVENT OPPORTUNITIES:

#### Wine Dinners

Date: Wednesday, May 23, 2018 | 7:00pm

Location: City-wide restaurants

#### Vinola

Date: Thursday, May 24, 2018 | 2:00 – 5:00pm

Location: Omni Royal Hotel

#### Seminars

Dates: Friday, May 25, 2018 – Sunday, May 27, 2018, various times

Location: Marriott Convention Center Hotel

#### Experiences

Dates: Friday, May 25, 2018 – Sunday, May 27, 2018, various times

Location: City-wide locations

For more information on these events, please contact **Cate Ferguson** at [cferguson@nocci.com](mailto:cferguson@nocci.com).

### RESTAURANT FESTIVAL TICKETS:

If you'd like to purchase additional tickets either for friends and family or for a working representative, please contact Cate Ferguson at [cferguson@nocci.com](mailto:cferguson@nocci.com) for more information.

### YOU SUPPLY:

- Headshot and bio of chef or personality for media purposes
- Quantity of dish samples specified in our guidelines associated with your registered event

### WE SUPPLY:

- Signage for restaurant
- Two (2) six foot tables with linens
- On Royal Street, we provide a tent canopy
- Restaurants receive four (4) vendor passes for those working the event
- Plates and disposable utensils, napkins for Grand Tasting only
- Restaurant responsible to provide plates and disposable utensils and napkins for Royal Street Stroll