



May 25-28, 2017

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 25th anniversary year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 10,000 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

Friday, May 26, 2017 | 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 2,000 2oz samples. We expect 2,500 in attendance and typically sell out.

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@noci.com by April 3, 2017
- Restaurants receive four (4) vendor passes for those working the event
- Deadline to register: April 3, 2017

GRAND TASTING

Saturday, May 27, 2017 | 6:00-9:00pm

Early Entry Hours: 5:30 to 6:00pm

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 Grand Tasting.

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

Trade Hour: 5:00-6:00pm

Location: TBA

Sampling: Be prepared to supply 2,000 2oz samples. We expect 2,500 in attendance and typically sell out.

Guidelines:

- All restaurants should be ready by 5:00pm
- 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.
- 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
- If a cooking or grilling space is needed outside, arrangements can be made
- 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
- Deadline to register: April 3, 2017

FLEUR DE LIS CULINARY AWARDS

Guidelines:

- The deadline for recipe submission closes Friday, March 17, 2017
- 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 in the Official Event Program & Recipe Book (or digital equivalent). 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: Thursday, May 25, 2017 | 7:00pm

Location: City-wide restaurants

Vinola

Date: Friday, May 26, 2017 | 2:00 – 5:00pm

Location: Omni Royal Hotel

Seminars

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: TBA

Experiences

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: City-wide locations

For more information on these events, please contact **Cate Ferguson at cferguson@nocci.com**.

RESTAURANT EXHIBITOR PASSES & 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 for more information.

YOU SUPPLY:

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

WE SUPPLY:

- Signage for restaurant
- Two (2) six feet 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