



Restaurant Registration Fact Sheet March 18-22, 2020

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 28th year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 7,000 gourmards 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, March 19, 2020 | 5:30-8:30pm

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

VIP Experience: 150 VIP Ticket Holders will experience exclusive food and wine on Royal Street. Interested in being part of the VIP experience? Be prepared to supply 150 2oz samples in a VIP location TBD.

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

Location: 300-800 blocks of Royal Street

Sampling: Be prepared to supply 1,500 2oz samples. We expect 1,500 in attendance and typically sell out.

STIPEND: NOWFE is providing each participating restaurant a \$150 stipend to offset your cost. We reimburse after the event.

Guidelines:

- No open flames or smoke will be allowed on Royal Street.
- Load-in is at 3:00pm (subject to change).
- All restaurants should be ready by 4:30pm.
- Each station will have an 8ft front table with a kwik cover and schoolboy in back for prep. If you need additional items – please bring them. We recommend you bring your own branded linen for the front table.
- 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 (at cost), ice (20lb) bags, other, please contact Cate Ferguson at cferguson@nocci.com by March 15, 2020.
- Although most of the event is during the early evening, we recommend bringing battery operated lights if you feel it's necessary.
- Restaurants receive four (4) vendor passes for those working the event.
- Deadline to register: March 9, 2020.

GRAND TASTINGS

Friday, March 20, 2019 | 6:00-9:00pm

VIP Early Entry Time: 5:30 to 6:00pm

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

Saturday, March 21, 2019 | 2:00-5:00pm

VIP Early Entry Time: 1:30 to 2:00pm

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

Location: The Sugar Mill

Sampling: Be prepared to supply 950 2oz samples at each Grand Tasting

STIPEND: 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 Tastings.

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
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor
- 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
- Grand Tastings dish(es) to be listed in print materials and must be entered upon registration
- Restaurants receive three (3) vendor passes for uniformed staff members WORKING the event
- Retail sales are prohibited. Promotional materials are allowed and decorating your space is encouraged.
- Deadline to register: March 9, 2020.

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, February 21, 2020.
- 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 during a predetermined week at the individual restaurants, by appointment (dates to be announced)
- All submissions will be included on the NOWFE website. Professional photography is included.
- Winning recipes will receive media attention and will be listed on the NOWFE website
- Judges include local and regional radio, print and television media
- In order to participate, you must also register for one of the Grand Tastings and serve the dish entered for the Culinary Awards.

OTHER EVENT OPPORTUNITIES:

Wine Dinners

Date: Wednesday, March 18, 2020 | 7:00pm

Location: City-wide restaurants

Vinola

Date: Thursday, March 19, 2020 | 2:00 – 4:30pm

NEW Location: The Capital on Baronne

Labs

Dates: Friday, March 20, 2020 – Saturday, March 21, 2020, various times

Location: New Orleans Culinary & Hospitality Institute (NOCHI)

Experiences

Dates: Friday, March 20, 2020 – Sunday, March 22, 2020, various times

Location: Various Locations throughout the city

Grand Tastings After Party | 5:30-7:30pm

Date: Saturday, March 21, 2020

Location: The Catahoula Hotel Rooftop

Burlesque, Bubbly & Brunch

Date: Sunday, March 22, 2020 | 11:00am-1pm

Location: Omni Royal Orleans Hotel

For more information on these events, please contact **Cate Ferguson** at 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 Aimee Brown at aimee.brown@nowfe.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
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor

WE SUPPLY:

- Signage for restaurant
- Two (2) six feet tables with linens
- On Royal Street, we provide a tent canopy
- Royal Street Stroll Restaurants receive four (4) vendor passes for those working the event
- Grand Tastings restaurants receive three (3) vendor passes for those working the event