



IMPORTANT INFORMATION ABOUT CARPENTER'S COOK-OFF 2017

Food:

- Submit your selection for the dish you will prepare for the Cook-Off.
- Please prepare tasting portions for 500 people.
- Showcase a popular item from your menu or create a new recipe for the event.
- Food must be prepared off-site. The Birchmere kitchen **WILL NOT** be available.
- Please provide two chafing dishes for your work station.
- Hot boxes will be available for use.

Serving:

Each restaurant will be supplied with:

- One 6ft table with tablecloth
- Napkins
- Disposable plates/bowls
- Plastic cutlery

*Two Restaurant staff members must be present to serve on April 23rd

Each restaurant will have access to Carpenter's Shelter volunteers to help with set-up and event logistics. However, it is each restaurant's responsibility to provide two staff members to serve tastings. Many patrons will have questions about your dishes, which our volunteers are unable to answer.

Awards:

- Judges will select two award winners: Best Savory Dish and Best Sweet Dish.
- The People's Choice Award will be awarded and voted on by Cook-Off attendees.
- The Kid's Choice Award will be awarded and voted by our 17 and under attendees.



- Winning restaurants will be announced during the event, receive a plaque award to hang in their restaurant, and will also receive special mention on our Cook-Off Website and in post-event correspondence.

This year's judges are George Pagonis, Emily Sprissler, and Vikrim Sunderam- all distinguished chefs working in Washington, DC.

Marketing:

We would like your restaurant to be at the forefront of all our marketing efforts. Showcasing our amazing restaurant partners is a key initiative this year for Carpenter's Shelter. Carpenter's will use a combination of print and online advertising. We will be providing Cook-Off postcards with discount codes for Cook-Off tickets that each restaurant can include with patron checks.

Restaurants who sign and turn in the Participation Agreement Form will receive the following:

- Feature on Carpenter's website
- Highlight in Carpenter's email marketing
- Highlight on social media platforms (Facebook and Twitter)
- Video and Interview Opportunities
- Logo inclusion in program
- Mention on printed promotional materials
- Post Cook-Off Promotion
- E-mail blast featuring participating restaurants

April 23rd Timeline

Please plan to be available from 10:15 am – 3 pm

10:15 am Restaurants arrive for set-up

11:30 am Restaurants complete set-up

11:45am Doors Open for VIP Guests

12:00 pm General Entry

1:30 pm Auction

2:30 pm Announcement of Cook-Off Awards

3:00 pm Event ends, clean up begins (disposable tins and garbage bags will be provided)

3:30 pm Facility must be vacated

**If you have any questions, please contact Rebecca Hightower at
rebeccahightower@carpentersshelter.org**

