



Office of Tourism & Community Events

Dear Brewery/Winery/Distributor,

The City of North Adams is pleased to announce the 11th Annual Berkshire Food Festival. The City will host top restaurants and micro-brewed beer and wine from the Berkshires and surrounding areas in our Downtown.

We are looking for area breweries and alcohol distributors to set up and sell samples of their products during our festival. The point of the event is to educate people about your product so that they are interested in purchasing it from you in the future.

The festival date is **Sunday, June 24th, 2012 from 12:00 - 4:00 PM**. 30 x 60 foot festival tents will be erected to shade participating establishments. The street will be home to live music, food sampling and beer and wine tasting (this is where you come in!). This and other food related activities will make for an exciting and entertaining afternoon.

There is no charge for this event, but we will use 50% of your revenues to defray the costs of renting tents, tables, entertainment, promotion and other expenses. We ask that you feature samples (2oz) in the \$1 range, but you can certainly charge slightly more for a particularly upscale sample. Customers purchase tickets from us, and then 'spend' them at food and drink establishments.

Keep in mind that these are **samples**, not full drinks. The point of this event is to get people to try many items. The festival will provide tables, linens, tents, security, promotion and trash removal. You just need to arrive with your alcohol and set-ups, and of course as much display material as you wish. Suggested food pairings are encouraged. Please fill out the attached forms to indicate "facility needs." **All registration materials are due by May 25th.**

I hope you decide to join us for this event. Please email vbosley@northadams-ma.gov or call me at 413.664.6180 with any questions.

Sincerely,

Veronica Bosley, Director of Tourism & Community Events

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