

## F2FW - RESTAURANT PARTICIPATION FORM



### FARM TO FEAST WEEK AUG 7 - 13, 2011

A Week of Seasonal Menus and Fresh Food Showcasing the Region's Best Local Farms and Chefs. Seasonal produce, meats and seafood are highlighted as a handful of restaurants in the Hampton Roads area work with the Hampton Roads chapter of Buy Fresh Buy Local to celebrate the small family farmer and producer.

**3 Courses for Only \$20/\$30** - Celebrating a bounty of local produce each night, Farm to Feast Week has each Chef putting together a 3 course, set-price menu featuring the season's best offerings.

### **RULES**

- This is run like a standard restaurant week event. One week, with each restaurant preparing a 3 course menu for the set price of \$20 or \$30
- **For your specials - each menu item needs to highlight, at minimum, one local ingredient and you must be able to share that with your guest.** It is not necessary to print on the menu if you do not want but your servers must be able to discuss what on the menu is local and where it came from.
- Proposed menus may include 1, 2, 3 or more choices for each course. **If you would like your menu posted online you must email it at least two days before the start of the event to our website coordinator, Rachel Burns: [rburn1222@gmail.com](mailto:rburn1222@gmail.com).** Creation of the menus will be your own expense, however there is no cost to you to have it posted online.

### **PROMOTION**

- Buy Fresh Buy Local will create an event within their Facebook account and keep our Farm to Feast website ([farmtofeastweek.com](http://farmtofeastweek.com)) updated
- Two Press releases sent to all major area publications. First one announcing the event 4 weeks out and the second to include all participating restaurants 2 weeks out.
- Poster printing is planned for 50 count; each participating restaurant will get 1 or 2 and more upon request.
- You are certainly welcome to plan anything additional to help get people excited. Maybe meet your farmer dinner? All Virginia Wines paired with each course? Use your email lists, Facebook invites, knitting circles, stop at nothing.

### **REQUIREMENTS AND FEE**

You must be a restaurant partner of Buy Fresh Buy Local Hampton Roads. This is an annual subscription to a non-profit chapter supporting the efforts of local, small producers. Partnership dues for restaurants are \$150 annually. Partnership includes listing in the food guide with over 200,000 copies distributed in the Hampton Roads area.

**Farm to Feast Week Participation Fee is \$75.00 and is due by July 24<sup>th</sup>. Any forms and fees received after this date will be returned.**

**Mail to BFBLHR, P.O. Box 56582, Virginia Beach, VA 23456**

---

Restaurant Name

---

Date

---

Email

---

Phone