

Taste of Lake Forest September 28, 2019



- PROMOTE YOUR BUSINESS AND ATTRACT NEW CUSTOMERS
- ADVERTISE YOUR SPECIAL DEALS TO THE LOCAL COMMUNITY
- COUPON OFFERS WILL BE INCLUDED IN THE SHOP & DINE LAKE FOREST COUPON BOOKLET MAILED TO 31,000 ADDRESSES
- PARTICIPATION IS FREE FOR EVERY LAKE FOREST BUSINESS
- SPONSORSHIP OPPORTUNITIES ARE AVAILABLE FOR ADDITIONAL MARKETING

REGISTER TODAY AT SHOPANDDINELAKEFOREST.COM



"PEPPINO'S HAS PARTICIPATED IN EVERY TASTE OF LAKE FOREST. IT'S A GREAT WAY TO ADD TO OUR LOYAL CUSTOMER BASE."



LAST YEAR'S TASTE OF LAKE FOREST ATTRACTED OVER 4,000 PEOPLE!



PARTICIPATION APPLICATION

Saturday, September 28, 2019

12 p.m. – 3 p.m.

**Foothill Ranch Towne Centre Food Festival
26612 Towne Centre Drive, Foothill Ranch, CA 92610**

Business Must Be Located in Lake Forest (includes Foothill Ranch) and Must Have a Coupon Offer in the Shop & Dine Lake Forest Week Coupon Booklet.

Business Name: _____

Type of Establishment: ☐ Restaurant ☐ Beverage Vendor ☐ Food Vendor

Applicant Name: _____ **Title:** _____

Business Address: _____

Email: _____ **Phone:** _____

Name of Contact for Day of the Event: _____

Title: _____ **Phone:** _____

Please list the food and/or drink samples you will be offering during the Taste of Lake Forest:

You must provide a minimum of 500 food and/or drink samples.

1. _____
2. _____
3. _____

In order to participate in the Taste of Lake Forest, you must submit this completed application form, the \$25 registration gift-card, \$25 gift-card to rent a City-provided canopy (if you cannot provide your own), and a completed and signed Declaration of For-Profit form (see attached).

PLEASE CHECK ONLY ONE BOX:

- ☐ I will provide my own 10'x10' canopy & will include a \$25 gift-card for the participation fee
- ☐ I need to rent a 10'x10' canopy for \$25
I will include two \$25 gift cards, which includes the canopy rental (\$25) and participation fee (\$25)

DECLARATION OF FOR-PROFIT ENTITY

This declaration is to affirm that _____
(Name of for-profit entity)

is requesting exemption from State Law requirements for Temporary Food Facilities under provisions of Section 113785(b)(1) of the California Uniform Retail Food Facilities Law, and will be giving or selling food at:

The Taste of Lake Forest

Located at the Foothill Ranch Towne Centre
at 26612 Towne Centre Drive, Foothill Ranch, CA 92610

Date of Event: Saturday, September 28, 2019 from 12:00 noon to 3:00 PM

All proceeds will benefit the City of Lake Forest, the non-profit association sponsoring the event.

To the best of my knowledge and belief, I certify that the above is true and correct. I further certify under penalty of perjury that the above named for-profit entity **will receive no monetary benefit**, other than that resulting from recognition for participating in the *Taste of Lake Forest* event.

Print Name

Title

Restaurant

Phone No.

Business Address

Street

City

Zip Code

Email-Address

Signature

Date

2019 TASTE OF LAKE FOREST PARTICIPANT REQUIREMENTS

PARTICIPANT GIFT CARDS

The Participant Registration Fee includes a 10'x10' booth space, one (1) 8' table, and two (2) chairs. Participants must either use their own 10'x10' canopy or can rent one from the City of Lake Forest for a \$25 gift card. **Canopies are not optional.** Participants are allowed to bring an additional prep table for food items. **All items must fit within your allocated 10'x10' space.**

Taste of Lake Forest Registration - \$25 Gift Card

One (1) City-provided 10'x10' Canopy - \$25 Gift Card

FOOD AND BEVERAGES

You must provide a minimum of 500 samples (an assortment of samples is allowed). Participant is allowed to provide more than 500 samples, if desired. **We strongly encourage serving small food portions appropriate for a 6-inch plate.** You may provide non-alcoholic beverage samples, but no bottled water. **Remember, you are not permitted to sell any items at this event.**

FOOD PREPARATION

On-site cooking is strictly prohibited at the Taste of Lake Forest. All food must be cooked before the event and kept warm in warming trays or chafing dishes during the duration of the event. BBQ units, grills, or other cooking equipment are not permitted at this event.

EQUIPMENT

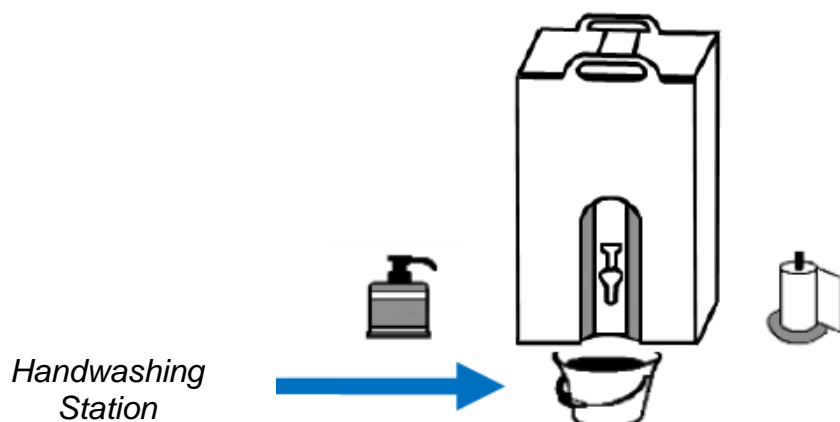
City of Lake Forest Provides:

- One (1) 8' table
- Two (2) chairs
- One (1) 10'x10' canopy can be rented from the City for a \$25 gift card

Business Provides:

- One (1) 10'x10' canopy (or you can rent one from the City)
- 500 food and/or drink samples
- Additional prep table
- Tablecloth
- Banner
- Food warmers
- Serving utensils, plates, napkins, dining utensils, and cups as needed
- Flyers, menus, and promotional materials
- Handwashing station for food handlers (see following diagram for example)
 - Include a 5-gallon container of warm (100F) clean water (e.g. Orange Gatorade container or coffee thermal container with spout)
 - Soap and Paper Towels
 - Bucket to catch wastewater

- This requirement is due to new OC Health Department Regulations; please contact us if you have any questions or concerns.



SET UP AND TEAR DOWN

You can arrive for set up at 10 a.m. Set up must be completed by 11:30 a.m., in case the lines open earlier than 12 p.m. Upon arrival, please report to the Check-In/Ticket Sales booth. A volunteer will be available to assist you with unloading items from your vehicle and assist you with locating your booth space. Your booth is required to operate throughout the entire event. If your booth runs out of samples before the conclusion of the event you must still staff your booth until tear down time. Tear down of all booths will begin no earlier than 3:00 p.m. and must be completed by 4:00 p.m.

ON-SITE COORDINATOR

Mary Visconte, CEO of the Lake Forest Chamber of Commerce, is the On-Site Coordinator for the Taste of Lake Forest. She will be able to assist you with any questions you may have the day of the event. You can contact her via email at mary@spectrum-specialties.com or on her cell phone (949) 870-6434.

REQUIRED DATES AND DEADLINES

Friday, July 18	Taste of Lake Forest Registration Deadline to have your Logo included in Coupon Booklet
Thursday, September 5	Final Taste of Lake Forest Registration Deadline
Thursday, September 5	Payment must be received in order to guarantee your participation.
Tuesday, September 17	MANDATORY Taste of Lake Forest Participant Meeting at 3:30 p.m. One representative from your business must be present at this meeting.
Saturday, September 28	Taste of Lake Forest – you must arrive by 10 a.m. to be shown your booth location and set up. Set up must be completed by 11:30 a.m. Lines may open at 11:30 a.m.

Space is limited to the first 30 restaurants to RSVP. You must provide a minimum of 500 food samples. Please turn in your Participant Application, Declaration Form, and gift cards to Mary Visconte. The application can be emailed to info@lakeforestCAchamber.com or submitted online at shopanddinelakeforest.com. You may contact Mary Visconte at (949) 770-1133 with any questions.

Attendees will vote for their “Favorite Taste of Lake Forest Restaurant” Awards will be given to 1st, 2nd & 3rd place winners and the “Best New Entry” winner on stage at the event. Awards donated by Spectrum Specialties & Awards.

[We look forward to promoting your business in Lake Forest.](#)

