



Restaurant Registration Fact Sheet June 9-13, 2021

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 29th year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting 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!

NOWFE along with their Pandemic Meeting and Event Design Certified event planning company, nocci, are working tirelessly to ensure that we have a safe experience for all of our attendees as well as you, our vendors. We could never have this without the support of our local restaurants. Please note that we will have reduced capacity and be in full compliance with all state and local guidelines. Your safety and the safety of our attendees is our number one priority.

NOWFE EVENTS FOR RESTAURANTS

WINE DINNERS

Date: Wednesday, June 9, 2021 | 7:00pm

Location: City-wide restaurants

Please contact Cate Ferguson at cferguson@nocci.com for more information on participating

VINOLA – NEW! We have two Vinola tastings this year!

Thursday, June 10, 2021

VIP Early Entry Time: 12:00 to 12:30pm

General Admission Hours: 12:30 to 3:00pm

Thursday, June 10, 2021

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

General Admission Hours: 5:30 to 8:00pm

NEW Location: The Capital on Baronne | 210 Baronne St. Suite 100 NOLA 70112

Sampling: Be prepared to supply 200 2oz samples at each Vinola

STIPEND: NOWFE is providing each participating restaurant a \$300 stipend for each Vinola they participate in.

Guidelines:

- Each station will have a 6 ft. display table with linen and (1) back prep table with linen with Signage
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and table décor
- We encourage you to decorate your space with promotional items, signage, napkins, plates, etc.
- **NO COOKING THAT WOULD CAUSE SMOKE WILL BE ALLOWED ONSITE.**
- Please bring NECESSARY protective surfaces for tables. You will be responsible for any damaged tables or linens
- Please bring any necessary prep & cooking equipment, chafing dishes, sterno and/or propane.
- If possible, please bring your own hand trucks for unloading.
- Restaurants receive two (2) vendor passes for uniformed staff members WORKING the event
- Deadline to register: May 24, 2021

GRAND TASTINGS

Friday, June 11, 2021 | 6:00-9:00pm

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

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

Saturday, June 12, 2021 | 12:30-3:30pm

VIP Early Entry Time: 12:00 to 12:30pm

General Admission Hours: 12:30 to 3:30pm

Saturday, June 12, 2021 | 6:00-9:00pm

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

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

Location: The Sugar Mill | 1021 Convention Center Blvd. NOLA 70130

Sampling: Be prepared to supply 250 2-4oz samples at each Grand Tasting

STIPEND: NOWFE is providing each participating restaurant a \$300 stipend for each Grand Tasting they participate in.

Guidelines:

- Each station will have a 6ft skirted table, a back 6ft table and signage
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces, equipment and 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 (2) 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: May 24, 2021

FLEUR DE LIS CULINARY AWARDS

Guidelines:

- A Unique Marketing Opportunity: Restaurant participation in the NOWFE Grand Tasting Culinary Awards Competition optimizes visibility by highlighting each participating chef and their cuisine throughout the judging process and at The Grand Tasting events.
- The deadline for recipe submission closes **Friday, April 16, 2021**
- 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 and a \$1,000 cash prize will also be awarded to each "Best of Savory" and "Best of Sweet" winners.
- The competition judging will be held during a predetermined week at the individual restaurants, by appointment (dates to be announced)
- All submissions will be included on NOWFE's social media channels with professional food photography.
- 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 Competition.
- For all questions regarding the Culinary Awards, please email Kendall Gensler at kcgensler@gmail.com.

TOURNAMENT OF ROSÉS *

Date: Saturday, June 12, 2021 | 11:00 to 1:00pm

Location: 500 Block of Fulton Street (In front of Mannings)

Sampling: Be prepared to supply 150 2-4oz samples

STIPEND: NOWFE is providing each participating restaurant a \$300 stipend

EXPERIENCES *

Dates: Friday, June 11, 2021 – Sunday, June 13, 2021, various times

Location: Various Locations throughout the city

Pizza Event – each pizzeria needs to bring 2 people, one for the presentation and one for serving

SUNDAY BRUNCH *

Date: Sunday, June 13, 2021 | 11:00am-1pm

Location: Omni Royal Orleans Hotel | 621 St. Louis St. NOLA 70130

Sampling: Be prepared to supply 150 2-4oz samples

STIPEND: NOWFE is providing each participating restaurant a \$300 stipend

*For more information on the Tournament of Rosés, Sunday Brunch and Experiences, please contact Cate Ferguson at cferguson@nocci.com.

YOU SUPPLY:

- Headshot and bio of chef or personality for media purposes (optional)
- Quantity of dish samples specified in our guidelines associated with your registered event
- 1 to 2 staff to serve the dish
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor
- Please abide by all COVID guidelines and wear a mask. More details to come.

WE SUPPLY:

- Signage for restaurant

- Stipend of \$300 for each event you participate in
- One (1) to Two (2) six feet tables with linens
- Most events, will provide restaurants two (2) vendor passes for those working the event (due to COVID restrictions, we have to keep it limited)

HOTEL ROOMS

If you need hotel rooms, please continue to check the hotel section of www.nowfe.com for discount rates with our hotel partners.