



## 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 29<sup>th</sup> 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](mailto:cferguson@nocci.com) for more information on participating

#### VINOLA

##### Thursday Afternoon Vinola, June 10, 2021

VIP Early Entry Time: 12:00 to 12:30pm (This is for our VIP attendees)

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

##### Thursday Evening Vinola, June 10, 2021

VIP Early Entry Time: 5:00 to 5:30pm (This is for our VIP attendees)

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

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

**Attendance Estimation:** 150 per Vinola Event

**Dish Sampling:** Be prepared to supply 150 2oz samples at each Vinola

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

### COVID & CITY GUIDELINE PLAN FOR OUR SEATED VINOLAS:

#### Logistical Plan:

- Both 2021 Vinola Events will be a seated, dining experience. Prior to the event, all attendees will have been placed in bubble groups with guests they requested to sit with. When they arrive, they will be escorted by a staff member to their assigned table. At their table, guests will be provided with hand sanitizer, (3) wine glasses, a tasting menu, a pen, and a spit bucket. All guests are required to wear a mask unless seated at their table.

- Each Vinola will begin with an opening introduction. Immediately following the introduction, the first flight will be presented on stage by the distributor/vintner. Each flight will have 3 wines. When the distributor/vintner begins their presentation, the wine volunteers provided by the venue will begin pouring with proper PPE equipment (gloves & masks). Prior to pouring, the venue will be told which wine correlates with which numbered glass. This process will repeat 7 times making a total of 21 wines showcased.
- All food will be individually plated and served to guests. These dishes will be scheduled throughout the event and will be shared with you once our Run of Show is confirmed and completed. We will work with the wineries to complete the schedule to compliment the dishes provided.
- When the event is over, all guests will be required to wear their masks to leave.

### **Restaurant Participation:**

- We ask that you bring no more than 2 volunteers per restaurant as we have restricted capacities due to COVID.
- Each restaurant should be prepared to give a 1-2 minute background on the dish presented.
- We will have staff to assist in handing out the dish but ask your assistance if possible. NOCCI, NOWFE's logistics team, will be there to ensure that everything is ran efficiently and correctly.
- We will share the schedule with you once complete.

### **The Restaurant Ask:**

- We kindly ask that you bring 150 2oz dish for each Vinola. Each attendee will be receiving a dish. The glass will have a 2oz pour line to make sure that we're following the 2oz pour rule. There will be a max of 150 attendees at each Vinola.
- Please register online with your dish and if you have already registered but need to update your dish, please email Cate Ferguson at [cferguson@nocci.com](mailto:cferguson@nocci.com) so that she can make sure to update the registration on your behalf.

### **Other Important VINOLA Information:**

- Each restaurant will have an area to prep their dish for serving.
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment.
- **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 is May 24, 2021 but please register quickly as we fill up quickly and could shut registration down early. For all registration questions or assistance, please contact Cate Ferguson at [cferguson@nocci.com](mailto:cferguson@nocci.com).

## **GRAND TASTINGS**

### **Friday Evening Grand Tasting, 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 Afternoon Grand Tasting, 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 Evening Grand Tasting, 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

**Attendance Estimation:** 250 per Grand Tasting (total for all three is 750 attendees)

**Dish 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.

## **COVID & CITY GUIDELINE PLAN FOR ALL GRAND TASTINGS:**

### Logistical Plan:

- The Grand Tasting event will be a **walk around** seated dining experience where each attendee will have their own designated seat within their pod.
- The wine and food tables will be set up around the room, as they have in the past, where attendees will go up to the wine table to get their 2oz pours. The attendees will then go back to their designated seat where they will enjoy their food and wine.
- To make sure that all guests are following our social distance guidelines and mask mandate, safety monitors will be positioned around the room and near the wine tables so that the wineries are not responsible for enforcing the rules to the guests.

### Provided for Each Restaurant:

- Each station will have a 6ft skirted table, a back 6ft table and signage
- Restaurants receive two (2) vendor passes for uniformed staff members WORKING the event

### The Restaurant Ask:

- We are kindly asking for 250 2-4oz sampling dish(es) per Grand Tasting event.
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces, equipment and table décor

### Other Important Information:

- 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
- We encourage you to decorate your space with promotional items, signage, etc.
- Grand Tastings dish(es) to be listed in print materials and must be entered upon registration
- Retail sales are prohibited.
- Deadline to register is May 24, 2021 but please register quickly as we fill up quickly and could shut registration down early. For all registration questions or assistance, please contact Cate Ferguson at [cferguson@nocci.com](mailto:cferguson@nocci.com).

## **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 30, 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 or one of the Vinolas 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](mailto: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 Manning's)

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

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

### **LABS & EXPERIENCES \***

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

Location: Various Locations throughout the city

### **BURLESQUE, BUBBLY & BRUNCH \***

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

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 Labs & Experiences, please contact Cate Ferguson at [cferguson@nocci.com](mailto: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
- Provide your W2 in order to receive your stipend check
- 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 (will be mailed to you post NOWFE)
- 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](http://www.nowfe.com) for discount rates with our hotel partners.