

# TASTE OF 2018 NORTH PARK

## Restaurant Information Sheet

**WHEN:** Saturday, October 13, 2018 from 11:00 AM to 3:00 PM

**\*MUST CONFIRM THAT YOU WILL BE OPEN PRIOR TO 11AM**

**WHAT:** North Park welcomes local dining enthusiasts to partake in one of the best assortments of cuisine experiences anywhere. With one ticket, guests explore the thriving North Park culinary and craft beer scene. Taste of North Park is a self-guided walking tour, during which ticket holders receive one sample from each participating restaurant. 21+ guests are also invited to sample local craft beer inside participating retail locations.

This event is an excellent way to promote your restaurant location to more than 1,300 potential future customers in one day! There is no participation fee for restaurants – your donation is food samples and staff serving time.

### WHAT WE DO:

- Promote, market and sell tickets to the event including live press and social media
- Provide all supplies and printed materials for event execution roving staff during the event
- Promote the event and all participating businesses on [explorenorthpark.com](http://explorenorthpark.com)
- Create and distribute digital and printed marketing materials to all participating businesses

### WHAT YOU DO:

- **Provide 2 Staff Members:** One to serve food and one to mark off Taste tickets (one per guest)
- Set aside a special area for tasters in your restaurant from 11:00 AM to 3:00 PM
- Use this opportunity to showcase your culinary creativity and get potential customers excited to come back again for more!
- Prepare 1,300 “tastes” of a house specialty to be served to guests from 11:00 AM to 3:00 PM
- Display color posters and postcards in your business promoting the event
- Like North Park Main Street on Facebook and Instagram + help us share the Taste FB Event Page
- You may offer guests additional food and drink specials as part of the Taste if you choose

### What is a great Taste?

- Just a few bites of an item that shows off your restaurant’s menu and can be easily eaten on-the-go
- Plan to serve at least 1,300 guests and do your best not to run out of samples!
- Be Economical – set a reasonable budget and create an item that will bring people back to your restaurant
- Keep serving setup and ease in mind – guests should be swiftly served to maximize sampling time

**\*Please be prepared to serve 1,300 tastes at your restaurant\***