



«Company_Name»
«Mailing_Address_1»
«Mailing_City», «State1» «Mailing_Zip»

Dear Brewery Owner/Manager,

In partnership with the Industry Business Council and the City of Industry, the Gabriel Foundation will host the **4th Annual Taste of the City on Friday, September 20, 2024**, from **5pm to 9pm** at the Industry Hills Expo Center. We are thrilled to welcome everyone back for a night of great food, drinks, and entertainment provided by **legendary KROQ DJ and current host of SiriusXM's 1st Wave Radio, Richard Blade!**

This local food festival will offer attendees food tastings from participating restaurant vendors and new this year, we have expanded the tasting options to include wine and craft beer from local restaurants and breweries!

Proceeds from the event benefits **The Gabriel Foundation**, best known for their Annual Charity Pro Rodeo, whose mission is to help underprivileged and disadvantaged children by financially assisting organizations that provide services, programs, activities, and resources to those who face extra challenges in their young lives.

The *Taste of the City Food and Brew* festival provides restaurants and breweries with an excellent marketing opportunity to reach hundreds of business leaders, families, and residents from the City of Industry and surrounding communities.

As a valued local business, we would like to extend a **priority** invitation to you to participate at this annual community event. In exchange for publicity and advertising, we ask that you provide sample-sized tastings of some of your restaurant's most popular menu items. We are expecting a successful turnout this year as guests are eager to celebrate with the community and popularity of the event continues to grow.

If you're planning to participate, please arrange to bring samples to accommodate our anticipated attendance of approximately 1000. Attached is an application form with the specifications needed to participate.

We would love for you to join us in this exciting tradition. Please let me know if you have any questions. We look forward to hearing from you soon!

Sincerely,

Ron McPeak

Chair of the Gabriel Foundation
srmcpeak@roadrunner.com





BEER & WINE PARTICIPATION GUIDELINE AGREEMENT

1. Submit Beer & Wine Participant Application by **Friday, August 2, 2024.**
2. Event Day
 - Participants must be set-up ready to serve by 4pm
 - Venue will open at 1pm to allow vendors to set-up
 - Booth break-down will begin promptly at 9pm. Each restaurant must commit to stay for the duration of the event 5pm-9pm (4 hours).
3. Participants must provide:
 - **Beer, Wine, and Spirits:** Tasting samples for expected number of attendees, beer serving is limited to a 5 oz pour and 3 oz pour for wine
 - **Breweries:** Draft Equipment, Ice and Tasting Bucket
 - High-resolution logo for event marketing materials (*email to yvette@industrybc.org*)
 - Marketing materials to promote your business
 - Completed “Utility Requirement Form” for electrical needs
 - 2 staff members

All server(s) serving brew tastings must be [RBS Certified](#) and onsite for the duration of the event.

4. The Industry Business Council will provide the following items:
 - Promotional posters including participating vendor logos
 - SGV Tribune ad, Yelp promotion, IBC Newsletter articles, and social media promotion of **Taste of the City** event
 - One parking spot for set-up
 - Tasting booth accommodations: Two 8-foot tables and two chairs
 - Electricity based on completed “Utility Requirement Form”
 - Keepsake tasting glass
 - Booth banner with your restaurant logo



BEER & WINE PARTICIPANT GUIDELINES

APPLICATION PROCEDURE

1. Please read and sign the **Beer & Wine Participant Guidelines** below
2. Complete the **Utility Requirements Form, if applicable**
3. Applications can be emailed or delivered to:

Cindy Salas | cindy@industrybc.org | 626-968-3737
15651 Mayor Dave Way, City of Industry, CA 91744

Deadline for Applications: Friday, August 2, 2024

BEER & WINE PARTICIPANT GUIDELINES

BEVERAGE POLICY

Wine, spirits, or craft beer tastings must be pre-approved. Alcoholic beverages must only be served to 21 and older guests wearing designated wristband. IBC will provide tasting glasses.

EQUIPMENT

There is **NO** holding kitchen available on site. Participant is responsible for keg, tap, ice, and a tasting bucket.

ELECTRICITY

Electricity will be provided for on-site heating. Please fill out the attached utility requirement form to indicate the amperage and wattage necessary for your equipment. If you will be using the Expo Center electricity, please bring your own extension cords.

TRASH

Recycling and solid waste bins will be provided by the event venue. Individual vendors may wish to bring additional small waste receptacles to be used inside and directly outside of their booth.

RBS CERTIFICATION

All server(s) serving brew tastings must be [RBS Certified](#) and onsite for the duration of the event.

Name (printed) _____ Email _____

Business Name _____ Phone _____

Address _____

Website _____ Social Media _____

Tasting Samples You Will Provide:

_____ Wine

_____ Spirits

_____ Craft brew

**I have read the rules and regulations included in the “Food and Brew Vendor Guidelines”
and I agree to comply with the conditions set forth.**

Signature _____

Date _____



UTILITY REQUIREMENTS

This section is used to determine how the Expo Center can best accommodate you. Please fill out the following section as accurately as possible.

- I will bring my own silent generator and will not require the use of the venue's power.
- I will require the use of the venue's power.

Please list your EXACT electrical requirements. This is written in either watts or amps on each appliance.

_____	Watts	_____	Amps	_____	Volts
_____	Watts	_____	Amps	_____	Volts
_____	Watts	_____	Amps	_____	Volts

Please describe the type of equipment requiring electricity:
