



March 31, 2018

**Dear Fellow Restaurant Owner,**

The Hospitality Group of Flagler Avenue would like to invite you to participate in the 10th Annual New Smyrna Beach Food Festival. This event will take place on the evening of Thursday, April 19th along Flagler Avenue. Flagler Avenue will be closed from Pine to So. Atlantic Streets for the event from 5 to 9pm. Last year's Spring Food Festival was attended by over 5,000 people and this year we expect as many this year!

A variety of local restaurants are being invited to sell samples or "tastings" of their best dishes to the large crowds that will be roaming up and down Flagler Ave. All items are to be priced between \$3 and \$5 dollars. What better way to advertise your business and promote your menu than to let someone buy scaled down portions of your best items!

You are welcome to advertise your restaurant at the event by any means you wish, including banners, to-go menus, business cards, coupons, flyers, etc within your booth. Solicitation outside your booth is prohibited. Selling of beverages is also prohibited.

There will also be a friendly competition sponsored by Southern Stone Events Group. "Best on the Beach" trophy will be awarded in three categories: Best from the Land, Best from the Sea and Specialty to the favorite entry voted on by a panel of judges. In addition to bragging rights the "Best in Show" winner will also receive local media interviews and social media marketing.

**All participating restaurants must have a current license and food handler's cards on site. All guidelines set forth by the Board of Health must be followed.** (Please see Guide to Temporary Food Service Events) We need the entry form COMPLETED AND RETURNED BY APRIL 16th. There will be a \$50 fee for a booth space (10 x 10) which includes advertising. Larger sized booth spaces are also available. Tents are required by the board of health. **No electricity is provided.** Participating restaurant must provide everything that is needed for the day.

For additional information, contact

Swayne Parsons, Media: 386-882-7422

Drita Travis, Booth Sales/Coordination: 386-690-9284

FABA Hospitality Group