

Second Annual

Friends of Jupiter Beach

**Food
&
Wine
FESTIVAL**

In Honor of Jack Melleby

Saturday, May 14, 2011



Riverwalk Events Plaza

RESTAURANT PACKET

2011

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SUMMARY

WHAT'S THE EVENT?

The event is a Food & Wine Festival showcasing the great food and libations served by select restaurants and caterers. It is organized by the Friends of Jupiter Beach, Inc., a local not-for-profit community service organization, in order to raise operating funds through ticket sales.

WHERE & WHEN?

Jupiter's Riverwalk Events Plaza, on the Intracoastal Waterway at Indiantown Road
Saturday, May 14, 2011, 3pm to 6pm

RESTAURANT/CATERER SHALL PROVIDE:

Each restaurant/caterer shall provide 700 tasting-sized portions and adequate staff and serving equipment to present and serve the food during a three-hour period on a Saturday afternoon.

PROVIDED FOR EACH RESTAURANT/CATERER:

At no cost to the restaurant/caterer, an eight-foot table with linen plus a second work table behind the display table, plastic plates, flatware and glasses will be provided in an outdoor, covered venue by The Friends of Jupiter Beach, Inc.

NO FEES TO PARTICIPATE!

**This page is a summary.
Important detailed information is on the following pages.**

The 2nd Annual Friends of Jupiter Food & Wine Festival in Honor of Jack Melleby

The festival brings together fans of great food and libations, our four-legged family members, the ocean, the beach, and conservation. It promises to be another blockbuster event with fabulous restaurants and beverage sponsors participating as well as like-minded organizations that support the environment and our animal friends. The Festival will be held on Saturday, May 14, 2011, from 3:00 p.m. to 6:00 p.m. at the Jupiter Riverwalk Events Plaza at the Indiantown Road Bridge... a fabulous, covered, outdoor venue close to the beach and directly on the Intracoastal Waterway. A limited number of tickets will be sold. Tickets may be purchased in advance on the FJB website at www.friendsofjupiterbeach.com. Tickets are \$30 in advance, \$35 at the door, and \$10 for children 12 and under. All proceeds will benefit Friends of Jupiter Beach in its efforts to keep Jupiter Beach clean for all area residents and their pets.

This year's festival honors the memory of **Jack Melleby**, a volunteer team captain for Friends of Jupiter Beach for over 10 years and co-chair of last year's inaugural Food & Wine Festival. He lost his battle with a rare form of skin cancer in August of 2010. Jack's hard work and diligent effort, in the midst of his illness, assured the success of the inaugural festival and was an inspiration to all of us. His mission was to educate all on the importance of giving back to our community and taking care of our precious resources. Jack's optimism and love for his community shines on through Friends of Jupiter Beach.

Here's a glass of wine tipped to you, Jack, on the occasion of our first repeat of "your" festival! Thanks for your leadership!

2010 Inaugural Friends of Jupiter Beach Food and Wine Festival Participants Included the Following Restaurants

Cafe Boulud
Little Moir's Food Shack
Leftovers Café
Cafe Copenhagen
The Sugar Monkey
In The Kitchen, Tequesta
The Crab House
Rockstar Catering Company
The Hurricane Café
Rita's

Buonasera
Habitat Café
Ironwood Grille at PGA National Resort
Chef John's
Zuccarelli's
Kilwin's Chocolates & Ice Cream
Sugar Cane Island Bistro
Jupiter Island Grill
Neighborhood Pizza & Café, Jupiter.

GREAT RESTAURANT PUBLICITY! SOLD OUT LAST YEAR!

Last year's inaugural Food & Wine Festival was a SELLOUT, attended by over 600 patrons. This year we are expecting 900. It was well-covered by local television and radio, and featured on [South Florida Dines.com](http://SouthFloridaDines.com). Advance ticket sales were from as far away as Miami, but most sales were in the Palm Beaches and Treasure Coast areas. Some of the comments:

"I've already received calls for orders from people who attended FJB's Food & Wine Festival. Thanks so much for the event on Saturday."

"...The event was a great success and the crowds were even better. My cooks and servers that were there had a fantastic time...Please keep us in mind for next year!"

"What an impressive 'first time' event... People were thanking us as they left. WOW!"

"I was surprised it was so shady, breezy and cool under the bridge. My staff loved it."

"...We had an AMAZING time at the Festival this weekend! We actually had friends who came up from Boynton Beach to attend with us, and your event did not disappoint...We have been to many of these types of events before and this was by far the best. Excellent job!"



RESTAURANT/CATERER INFORMATION

Your Benefits:

- Create awareness of your restaurant/company amongst the North County audience, young professional organizations of Palm Beach County, and the growing number of year-round residents of the Palm Beaches.
- The FJB Food & Wine Festival is timed perfectly to promote your upcoming summer 2011 dining offers to be featured at your establishment.
- Include your company name with media partners.
- Show off your fine foods and beverages and talented chefs.
- There are no fees. Your tables are complimentary. We will supply all the flatware, plates, and glasses.
- Two complimentary tickets for client or employee entertainment.

Friends of Jupiter Beach will provide:

- An 8-ft. table with linen and an additional work table behind it.
- Plastic plates, flatware, glasses (for beverage vendors).
- Your business name added to press releases, flyers, print advertising and invites
- Your business name listed on our website with a link to your site.
- Two complimentary tickets to the event.
- On-site staff to help assist with your needs.
- On-site photographer.
- Entertainment.
- Trash receptacles.

Basic overview

- Have your table set up completely by 2:30 pm at the latest.
- Bring all equipment required to store and display the food/beverage as well as any cookware such as pots, pans, etc. necessary.
- All vendors and restaurants participating in the event must have liability insurance. Upon acceptance to the festival, you will be forwarded additional information regarding insurance requirements. You will be required to name Friends of Jupiter Beach and Town of Jupiter, owner of the venue, as additional insured. Your certificate must be received thirty days prior to the event.

FAQS

What are the procedures for load-in?

- Load in is between 12:00 p.m. and 2:00 p.m.
- The process is simple, and runs very smoothly. When you drive up to the load in area and offload your equipment, you will be greeted by a member of the festival staff. He/she will ask you for the name of your company, and then direct you to your table and instruct you where to park once you are unloaded.

- The Riverwalk space does permit standard sized vehicles and trucks to drive directly to each exhibit space for unloading. Bear in mind that ALL vehicles must be cleared off the Riverwalk immediately after unloading. At 2:15pm the ticketing area will be set up which will block access in or out.
- Florida weather can be unpredictable, so please pack all perishables in coolers with ice.
- Please bring a hand truck to transport heavy equipment.

Is electricity available at the table?

We are able to accommodate a few special requests, since power access is limited. If you plan to use electricity, please let us know WELL in advance and note it on the attached return form. IMPORTANT: Any restaurant/caterer that plans to use electric must bring a 25 foot extension cord.

Is there ice available?

Unfortunately it is difficult to accommodate each request. Therefore bring your own cooler and ice. We suggest you have a staff member on hand to make an ice run for you later.

Is there refrigeration at the show site?

There is no cold storage available. You may bring a cooler and ice. State Food inspectors will make a mandatory visit prior to the beginning of the event.

Butane burners?

You may use butane warmers to heat your food in your chafing dishes. IMPORTANT: you must bring a portable, type II fire extinguisher if you plan to use ANY type of butane heating.

How much food should we bring?

Each restaurant/caterer is required to bring 700 tasting size portions. Meaning just a bite or two.

What is a tasting size portion?

This is critical as we don't want any restaurant to look bad by running out of food. A tasting portion is a small, **bite-size** portion. It should be large enough to give the full flavor of the dish, but small enough so it doesn't need to be cut with a knife. We're talking just a tablespoon or two of food here folks!

What kinds of food or beverage should you serve?

You want something that reflects the spirit of your establishment, and that is easy to prepare on site. Do as much pre-prep as possible. Try to make your product as unique and flavorful as possible.

How to make your food or beverage last for three hours?

To make your food last you may wish to slow down service or stop serving periodically to pace your quantities. If you run out of food or beverage, you cannot begin to dismantle your table until the event is completely over!

Clean up and common sense pointers

- There is limited running water available.
- Please keep your display/tasting area clean and attractive.
- Please remove all items at the end of the event. Friends of Jupiter Beach and Town of Jupiter will not be held responsible for any damaged or stolen equipment.
- Please make sure you don't leave any food products behind at the end of the event.

INFORMATION

On-site event contact

Denise Mariani: 561- 512-1440 dmariani@danielnyc.com

Pat Melleby: 561-714-1367 pmelleby@me.com

Other considerations

No refrigeration, ice, hand truck, or storage is available.

Volunteer staff will be available to assist with load in, but not load out.

POWER SOURCES ARE LIMITED. PLEASE ARRANGE YOUR POWER REQUIREMENTS IN ADVANCE.

DOGS ARE WELCOME AT THIS EVENT (ON LEASH, UNDER CONTROL).

Parking

All participants will be directed to nearby vendor parking just North of the bridge; an easy walk back to the Riverwalk Events Plaza under the bridge.

Garage parking

Is restricted to guests purchasing tickets. Please honor this request to enhance the overall experience for guests.

We hope you will consider being part of this wonderful event and take advantage of the captive audience to market your company.

Please complete the participation form and return it via fax 561-366-4550 or email dmariani@danielnyc.com.

ABOUT THE FRIENDS OF JUPITER BEACH

The Friends of Jupiter Beach (FJB) has been organizing volunteer beach cleanups of the beach for 16 years! FJB is a not-for-profit 501 (c) 3 organization founded in 1994 with 30 concerned people who loved the beach. In an effort to preserve dogs-on-the-beach privileges, they pledged to the Town of Jupiter to faithfully, and at no cost to the Town, do the following:

*clean the beach (2 ½ miles) every month

*provide free doggy bags in 29 boxes at crossovers 25-59 ... 300,000 bags annually

We pick up the tab completely...our support comes solely from sponsorships, donors, advertising, and volunteers.

FJB is also: *The Adopt-a-Road group for Palm Beach County along the beach road

* The Adopt-a-Spot group for the Solid Waste Authority for Jupiter Beach

*A recognized provider of Community Service for the courts and the schools

*Visible participants in various civic activities & working closely with schools

*Continually providing newsletters, handouts & signs to remind dog-beach users of best beach etiquette.

Today, we number nearly 4000 families, individuals and businesses from all over the country, in close contact via regular newsletters and a website. Each month, on the first Saturday of every month, 80-250 volunteers gather at Ocean Cay Park for the cleanup, enjoy “the best breakfast on the beach” and earn THANK YOU prizes donated by area businesses and sponsors.



Jack Melleby, in blue cap, with Karen Marcus and fellow Team Captains

We clean the beach from the Juno Beach Pier to Carlin Park; two and one half miles of beach, sidewalk and crossovers. Our volunteers come in all ages; from students attending area schools and colleges to full time and seasonal residents wanting to do their part.

So that people can get their arms around how significant these beach cleanups are, in September of 2006 we began WEIGHING the trash and SEPARATING RECYCLABLES. Since then we have removed more than 28,000 pounds of trash and recycled material from the beach and beachfront. All of our financial support comes from sponsorships and contributions.

Although we've been recognized with achievement awards from both the Town of Jupiter and Palm Beach County, we receive no public funding of any kind. Your support is vital to our efforts.

Friends of Jupiter Beach is a 501 (c) 3 not-for-profit organization.

RESTAURANT/VENDOR PARTICIPATION FORM

Company Name and Address:	
Main Contact:	
Email Address:	
On Site Contact:	
Phone/Cell Number: On site Phone/Cell Number:	
Restaurant/Company Name as you would like it to appear on the signage and press release:	
List food/beverage provided: (please note to make food for 700 tastings) Ok to note "TBD" until April 1, 2011	
<p>I, _____ agree to participate in the 2nd Annual Friends of Jupiter Beach Food & Wine Festival in Honor of Jack Melleby, to be held Saturday, May 14, 2011.</p> <p>I, _____ have read, understand and agree to the event terms.</p>	
<p style="color: blue;">Application acknowledges your agreement and understanding of the following statement. "I/we hereby waive, indemnify and hold harmless the Town of Jupiter, their members, officers & employees, and The Friends of Jupiter Beach, its volunteers and directors, from any and all expenses, actions and claims whatsoever resulting from any injuries, damages or losses arising from or related to my participation at this event."</p>	
Date:	
Signature:	
Please fax completed forms to 561-366-4550 or email dmariani@danielnyc.com	