



PROMOTE YOUR RESTAURANT

AT THE 5TH ANNUAL BLUE RIBBON BACON FESTIVAL, "BACONPOCALYPSE NOW: I LOVE THE SMELL OF BACON IN THE MORNING"

ABOUT THE BLUE RIBBON BACON FESTIVAL (BRBF)

What started as a groups' passion for "all things bacon" has evolved into the world's premier bacon festival. In 2001, a group of guys began celebrating bacon during an annual weekend retreat in Spirit Lake, IA. Six years later, they pursued a deeper understanding of their favorite meat by earning "All About Bacon" diplomas from Living History Farms. On March 1st, 2008, officially organized under the Iowa Bacon Board and led by Brooks Reynolds, they went on to found a festival: a festival with the mission of improving the enjoyment of all things bacon by providing education, recognition, advocacy and research on behalf of the masses, everyone, everywhere, all of them. They are serious. Seriously, dudes. Seriously.

WHY SHOULD MY BACON RESTAURANT PARTICIPATE?

The Blue Ribbon Bacon Festival (BRBF) provides your restaurant with the opportunity to:

- Gain exposure to the entire bacon community and over 4,000 food-loving attendees (Standard exhibit space includes two skirted and covered 8' x 2.5' tables, four chairs, pipe and draping and signage with your restaurant's name)
- Meet with local and national news media in the event media room
- Earn international bragging rights that your restaurant was specially selected to participate in the world's premier bacon festival
- Have a ton of fun! Enjoy the live music, entertainment, eat some bacon and have a few beers.

WHAT IS EXPECTED OF PARTICIPATING RESTAURANTS?

As a participating restaurant, you will be expected to prepare and serve 2,750 samples of your most remarkable bacon-inspired dish.

HOW DOES MY RESTAURANT APPLY?

We're glad you asked! Simply complete the attached **RESTAURANT APPLICATION FORM** and we'll contact you to discuss your bacon-inspired dish and gather further information.





RESTAURANT APPLICATION FORM

Please fill out the form below and return it by January 5th, 2012 with all required attachments to:

Oh Bacon, LLC
300 Walnut Street, Suite 200
Des Moines, IA 50309
Questions / comments:
Tel: 515-865-8078
Email: blueribbonbaconfestival@gmail.com
Web site: www.blueribbonbaconfestival.com

CONTACT INFORMATION

Company Name:

Street Address:

City, State, Zip:

Company Website:

Name of Primary Contact:

Contact's Phone:

Contact's Email:

FOOD ITEM INFORMATION

What sample dish do you plan to showcase at BRBF (please provide the name of the dish and a detailed description)?

Does your sample dish require onsite preparation, heating, cold or dry storage, or other kitchen services? (NOTE: No gas/open flame is allowed in the Varied Industries building.)

Yes No

Do you plan on bringing any food storage, heating or cooling equipment with you to aid in food preparation and service?

Yes No

LICENSING

Please provide a copy of your Food Service License from the State of Iowa with this application.

All participating restaurants are required to also provide a copy of a Temporary Food Establishment Permit the morning before the event. For information on a how to apply go to <http://www.dia.iowa.gov/TEMPORARY%20FE%20App,%202nd%20Version.pdf>.

Make sure to submit your application to **IOWA DEPARTMENT OF INSPECTIONS AND APPEALS FOOD AND CONSUMER SAFETY BUREAU** at least 30 days prior to the event to ensure sufficient processing time.

INSURANCE

Does your company carry general liability insurance?

Yes No

If yes, please attach a copy of your Certificate of Insurance. "Oh Bacon, LLC" will need to be named as an additional insured on your policy, with language in the form of "Oh Bacon, LLC", its officers, agents, and employees are additionally insured for general liability on a primary, noncontributory basis".

If no, you may acquire one through Reynolds & Reynolds Insurance: 515-557-1218.

Please initial each line indicating your understanding and acceptance of our requirements.

1. _____ **Samples:** Participating restaurants are expected to provide samples to the guests of the BRBF. A minimum of 2,750 samples are required for participation in the event.
2. _____ **Staff:** Participating restaurants are expected to provide staffing for the entire day of BRBF from load in at 9:00 a.m. till load out after the close of business at 5:00 p.m. Each participating restaurant can have up to four staff members. Additional staff members are welcome for the full ticket price.
3. _____ **Food Safety:** Bacon sponsors are expected to observe the strictest compliance with state and municipal food safety codes and obtain the proper licenses and permits. Any participating restaurant found to be serving food that does not comply with all applicable codes will be removed.

INCLUSIONS

1. BRBF will provide standard exhibit space which includes two skirted and covered 8' x 2.5' tables, four chairs, pipe and draping and signage with your restaurant's name. Each exhibit space will have 5ft of work space between the tables and the pipe and draping.
2. BRBF will provide electricity for your table if needed.
3. Additional tickets for the event are available for purchase to participating restaurants on a limited basis. Please let us know if you require additional tickets.
4. Additional rental equipment is available. Please let us know if you require a price list for equipment.
5. Four (4) attendee goodie bags will be provided to the restaurant primary contact listed.

FEES

Registration Fee: Registration fees are being waived and covered by "Oh Bacon, LLC."

CONFIRMATION

Please sign and date below where indicated to confirm acknowledgement of the above items and requirements for participation in the BRBF.

Signature

Date

OHHHH Bacon!

QUESTIONS OR COMMENTS?

www.blueribbonbaconfestival.com

blueribbonbaconfestival@gmail.com

515-865-8078

THE DETAILS

Date of Event: February 18th (oh so close to National Pig Day Eve – March 1st)

Location: Varied Industries Building, Iowa State Fairgrounds, Des Moines, IA

Hours: 10 a.m. – 5 p.m.

Number of Bacon Enthusiasts: 4,000

Press from the past: Food Network, USA Today, National Public Radio, KPMG 99.1, Maxim Satellite Radio, Bob & Tom Radio Show, WHO TV 13, Des Moines Register, Juice, Des Moines Metromix, The Iowan, BaltimoreSun.com, BaconUnwrapped.com, MrBaconPants.com, FoodBuzz.com, SlashFood.com, CrispyonTheOutside.com, GrillandBarrell.com, SeriouSeats.com, and more!