

AN EXCLUSIVE INVITATION

Dear Restaurateur,

It is with great pleasure that we offer you an invitation to participate in the second annual **Taste of Spring & Restaurant Week**, food/wine tasting & marketing event, which, with last years results, proves it will continue to be one of the largest and best attended **tasting events** in New Jersey and the NY metro- area. This elegant event will be held in downtown Rahway, a city that, even in these difficult economic times, continues to move forward with its several hundred million dollar transformation into what the NY TIMES called the “**next Hoboken**”. It continues to be a vibrant real estate market and drawing interest from the entire metro area.



The Rahway Spring Taste 2010 event is sponsored by:

The Rahway Arts District and Witty's Wines & Liquors of Rahway

Date: Friday April 09, 2010

Time: 5:30 – 9:30 p.m.

Location: In the Great Rahway Recreation Center, and huge state of the art tents, Rahway New Jersey.

RESTAURANT WEEK 2010

Dates: Starting Saturday April 10th through Saturday April 16th

Our entire committee has had extensive success in organizing and running tastes for over 9 years. Their past efforts have surpassed all expectations and they continue to hear rave reviews from the thousands of attendees with the **Taste of Spring 2009** being considered the most enjoyable and showing the best results for all participating restaurants. It is fully orientated to be a major marketing event for you and to benefit our growing arts district and through a special ticket program to benefit the local food bank.

The Taste of Spring is the most cost effective marketing method for reaching large numbers of new clients while re establishing oneself with long lost old clients. What better way than by high level exposure to an impressive crowd of food savvy clients at the **new premier tasting event** in New Jersey and the New York Metropolitan area. The event where you will be able to show off The Best of Your BEST!

The Rahway Taste of Spring will, as in past similar events, feature the culinary delights of food establishments that hail from Rahway and also throughout the northern and central areas of the state.

The event agenda will include:

- * A combination of 60 plus fine food establishments and national wine, aperitif, and boutique beer vendors
- * Live entertainment at various locations
- * Original art show from local noted artists
- * Outdoor Spring Garden show with stunning floral and garden displays
- * Cigar tent

We hope you will not only join us this year, but that you and your fine establishment will win the opportunity to be featured in the 2010 chefs winners circle. This occurs when you choose to participate in a **Taste Off** of eight categories including table/station presentation. The winners will be featured in photo and print in the area newspapers and news release. We are pleased to announce that this year our **Tasters Choice Award** will be decided by the attending guests. Also, please see the separate outline for optional **Restaurant Week** participation.

We hope you will join us for **The Rahway Taste of Spring 2010** and, to that end, we have enclosed an application for completion and return. We have also enclosed in your package a longer version CD of what was on You Tube (www.youtube.com) of the 2009 event for your entertainment along with **Restaurant Week** information.

Please do not hesitate to call me if you have any questions. Sign up now for the best marketing event of the year!

Bon Appetite!

Matt Dobrowolski III

The Rahway Taste / Restaurant Week Event Chairperson

Cell 908 -500-3503

Fax 732-382-4585

Email mattdobes@aol.com

Website www.rahwaytaste.com

Webmaster Adam@macielinski.net

PRELIMINARY REGISTRATION



Dear **Taste of Spring 2010** Committee,

Kindly reserve a space for our establishment in **Taste of Spring 2010** event.

Restaurant: _____

Address: _____

Restaurant Type: _____

(Italian, Oriental, Irish, Barbeque, Deli etc.)

Contact: _____

Phone: _____ **Fax:** _____

E Mail: _____

URL: _____

We will be listing your establishment information on The Taste website so please provide your restaurant information and photos via email to Mattdobes@aol.com

Will you be participating in restaurant week? _____

(see enclosed Restaurant Week information)

A more detailed registration form will be sent to you in March 2010 for completion, however it will help us now if you could indicate table requirements. *Note table sizes are 6' or 8' - max 2 tables per vendor.

Number of Tables _____ Size(s) _____

Do you need Electricity Yes _____ No _____ For what use? _____

Do you need a backdrop area for hanging displays? _____

Authorized/sent by: _____ Date: _____

Please fax back or mail by March 1st 2010!

Fax: 732-382-4585 • 45 Brant Avenue (Attn: Matt) Clark, NJ 07066

WHAT DOES THE EVENT OFFER YOU?



THE TASTE OF SPRING 2010

- A major restaurant marketing opportunity with exposure to at least 800 and up to 1000 potential clients.
- It is unlike other tasting events that are nothing more than cafeteria style conga line serving clients. By limiting the total attendance, **The Taste of Spring** can offer a more relaxed and effective marketing event, where you will have the room and the time to spend with your potential clients to discuss your establishment, your gourmet food and catering capabilities.
- Enhanced ambiance with great spring garden décor which will include garden seating, fountains and floral displays.
- The guest entry cost remains very appetizing at \$30.00.
- The facility is state of the art.
- There will be multiple live entertainment venues at the event for the guests to enjoy.
- Optional **Restaurant Week** participation.
- Listing on the exclusive **Rahway Taste** web site (www.tasteofrahway.com)
- No charge for participation.

RESTAURANT WEEK

Dear Restaurateur,

New for 2010, the first annual **Restaurant Week** vendor promotion for all **Taste of Spring** participating restaurants. This is a new marketing phenomenon which seems to be gaining popularity and success in various areas of New Jersey. It is a marketing event where by restaurants band together to offer a promotion to encourage customers to come out and enjoy their fine culinary delights.

How does a Restaurant week work?

You agree to participate and thereby become listed in all advertising venues promoting the event. You then are encouraged to establish a special prix fixe (price fixed menu) for the week long celebration. Then clients will be enticed to come in and enjoy your fine cuisine. Naturally, you will continue to have your regular menu except you will also have a special promotional price fixed menu for that week. This will actually be a continuation of **The Taste** event, except now it is at your facility, on your terms and you get to charge.

At what level should the price be fixed?

Well, the menu should be priced to be enticing and perhaps fixed around \$10.00, , \$20.00, \$30.00 and a suggested max around \$40.00. You decide. You develop the menus, but a suggestion could be (depending on the normal price point your menu promotes) say a 3 course basic for \$20.00, 4 course for \$30.00 etc. You know your menu best and you know what you can offer as a short term enticement to bring people in. Most important is serve them your best in food, flavor, and service to make them want to keep coming back!

What advertising?

We will advertise **Restaurant Week** in a mass newspaper insert when we advertise the **Taste of Spring**. We list participating restaurants and will promote them on our website and clients will be able to link to your web site as well as see listings of participating restaurants according to each level of price fix.

We will ask you for your help in supplying us with great photos of your dishes, buffet spreads, and/or your premises' catering facilities (for those who only do off premises catering, we could use pictures of specific successful events or examples of a catering set up). The photos provided will be included on our website (www.tasteofrahway.com). Please email photos to our webmaster (adam@macielinski.net). The sooner you decide to be a part of the **Taste of Spring** and **Restaurant Week**, the sooner we can get you on our website. Send us your menus for restaurant week or your alternative promotional offerings to prix fixe. There is **NO CHARGE** for this added service, it is simply our way of saying thank you for being a part of our event.

Any questions can be addressed to Matt (Mattdobes@aol.com) or Adam(Adam@macielinski.net).

Thank You & Bon Appetite!!

Sincerely,

Matt Dobrowolski

The Rahway Taste / Restaurant Week Event Chairperson