



Taste of Bragg Creek Liquor Vendor Information Package

WE ARE BACK!! Get ready for Taste of Bragg Creek 2023!

The 8th Annual Taste of Bragg Creek had to be canceled due to the pandemic in the final hours of March 2020. So now after a 3-year break, we are back to offer the same fun event as years past. Vendors will set up booths in the Community Centre and offer small “tastes” to attendees in exchange for tasting tickets. This year’s event is being held on April 21st, 2023.

Before the “C” word we had consistently been attracting **1000-1100 attendees** for the first 7 years. If it wasn’t for you, our vendors, and a small but dedicated team of volunteers we would not have been able to offer Bragg Creek’s premier festival year after year.

Cost for vendors to set up at the Community Centre is \$250. We encourage all local, store-front restaurants and liquor vendors to have a booth at the Centre. Your fee will include a sign at your store-front and a spot on the map, as well as, on going marketing of the event on social media, print and hopefully on local radio and TV stations again as previous years. Tasting tickets will **ONLY** be exchanged at the Community Centre.

Cost for store-front vendors who would like to participate will be \$75. The fee will include a sign at your store-front and a spot on the map, as well as, ongoing marketing of the event. We encourage participating vendors to remain open and offer some sort of incentive in-store. Guests will be provided with the map encouraging them to walk to the venues around the hamlet. Our fees are higher this year because our costs have gone up due to tightened purse strings from our sponsors.

Tasting tickets are \$2 each, \$1.00 of which goes back to the vendor. A portion of the other \$1.00 is shared jointly by the Bragg Creek Community Centre and the Swamp Donkey Theatre. It is up to the vendor to decide how much to charge for their samples, however, we recommend no more than 3 tasting tickets (i.e. \$6 cost with a \$3 return for you) per sample, which allows guests to try a wide selection of the goods on offer.

We have something exciting planned for this year’s event. Once people are finished tasting all they can, they can exchange un-used tasting tickets (which are non-refundable) for specials at local store front restaurants that can be redeemed later. This could be anything from 10% off an entree, buy 1 get 1 dessert, free appy, ½ price coffee... whatever you decide. Attendees can exchange 2 tickets for each voucher, and the tickets will go towards the restaurants whose vouchers they choose. That’s an additional \$2 per voucher that goes back to the vendor AND it will get butts in chairs inside restaurants after the event!! Once you decide what special you will provide, the Taste of Bragg Creek committee will make up the vouchers for you and we will handle the responsibility of handing out the vouchers the night of the event, easy-peasy.

Deadline to register this year is March 10th, 2023.

Sincerely,
Your 2023 Taste of Bragg Creek Committee

Event Information



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Date: Friday April 21, 2023

Location: Bragg Creek Community Centre, 23 White Ave

Time: 5:00pm – 9:00pm (consumption until 9:30pm)

Cost: \$250/booth, payments can be made by e-transfer to payments@braggcreekca.com or credit card by phoning 403-949-4277 to process payment or by non-refundable cheque payable to Bragg Creek Community Association (Please drop off your cheque and relevant paperwork to Lily at the Bragg Creek Community Centre) ****Please Note** if your company is a Numbered Company you must include in the memo the companies operational name.**

Planning For Your Booth

All booths will include:

- Allocated Booth Space with one 6-foot table
- Shared hand washing stations with hand soap & space to rinse patrons' wine glasses
- Wine glasses in a central location for patrons to use (the idea will be that they keep the same glass for the whole evening)
- An AGLC regulation list of pouring/ serving sizes for drinks

NOTE: Exhibitors can also bring supplementary tables, chairs, bar stools, etc.

Not supplied by the BCCA, all booths will need to have:

- Bottle of hand sanitizer
- Spray bottle containing sanitizing solution (bleach and water, or Quat)
- Any and all needed props or decorations like tablecloths
- Any and all needed small wares and serving items like beer cups, tasting-size glasses, or napkins. (BCCA will supply wine glasses at a central location)
- Ice (if required). **Ice will not be supplied by the BCCA.**
- Disposable wine glasses for backup if people do not use their BCCA-provided glass wine glasses
 - Recommended amount – 100-200 disposable glasses



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Booths & Floor Plan

The booth locations and floor plan will be sent to the exhibitors one week prior to the event. The Committee will allocate space to ensure a well-balanced layout. The Committee will try to accommodate any written requests, however requests cannot be guaranteed.

Set Up

- All exhibitors must set up between 1pm – 3pm the day of the event
 - Exhibitors must move in (i.e. bring ALL supplies into the building) during the designated time of 1-3pm.
 - Exhibitors are encouraged to bring their own dollies and anything else that will help you set up your booth.
- Inspections by Health, AGLC, and the Fire Department will all take place at 4pm to ensure that they meet Alberta Health Code.
 - **IMPORTANT: If you are not ready for these inspections, you will not be allowed to participate in Taste of Bragg Creek. You will not be reimbursed for your registration fee.**
- Vendors will have a designated parking space at the back of the building and across the road if overflow is necessary. The front parking lot is ONLY for attendees.
- The doors open to the public at 5pm.

Tasting Tickets

Each Tasting Ticket costs \$2.00. There will be separate tickets for food and liquor. Please note that due to AGLC regulations, liquor can only be sampled at the Bragg Creek Centre and not in house.

- Tickets can be purchased ahead of time through the Bragg Creek Centre (by cash or cheque only), or at the door in sleeves of 10 or 20 (\$20 or \$40). Tickets can also be purchased in smaller quantities inside the auditorium during the event.
- \$1.00 of every Tasting Ticket you collect will go back to you in the form of a cheque 1 week after the event and a portion of the other \$1.00 will be put back into the community, shared equally by the BCCA and Swamp Donkey Theatre.
- It is your choice how many Tasting Tickets you sell your items for but please refer to welcome letter for guidelines.
- You are responsible to keep, count, and submit your Tasting Tickets at the end of the event.



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Tasting Tickets Cheques

Allow seven business days for the Bragg Creek Chamber of Commerce to process your Tasting Tickets into a cheque.

Please fill out the following information for the cheque.

Business name to which the cheque should be written:

Mailing Address:

Contact name email/phone number:

Please bring this information to the Bragg Creek Community Centre where we will provide you with a copy. Please write any special requests for location or needs in the following space:

Booth size and location will be assigned one week prior to the event.

Thank you. We look forward to working with you for our best year yet!

Taste of Bragg Creek Committee: Charlie, Mackenzie, Jennifer, Tanya & Mark

Queries? Call Lily at 403-949-4277 or email: info@braggcreekca.com

Or tastebraggcreek@gmail.com

Check out our updated website at www.tasteofbraggcreek.ca

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