



2012 Restaurant Exhibitor Information

General Guidelines

- The Grand Tastings will be held at the **New Orleans Convention Center – Hall J** on Friday, May 25 from 6:00 pm to 9:00 pm and Saturday, May 26 from 1:00 to 5:00 pm. (first hour – trade portion).
- Restaurants receive 4 complimentary Grand Tasting tickets (\$400 value) for each day of participation.
- Restaurants are asked to participate on both days.
- A 6-foot skirted table, signage, plates, bowls, cutlery and napkins will be provided.
- Restaurants are responsible for additional table decor, serving pieces and equipment.
- Grand Tasting dish(es), for print materials, must be entered upon registration.
- 5 gallon propane tanks only. No charcoal or wood. THE CONVENTION CENTER DOES NOT PROVIDE KITCHEN FACILITIES, EQUIPMENT, OR ELECTRICAL.
- 1200 sample size tasting portions (2oz.) are recommended for each Grand Tasting. Average attendance is 2,000 people. Servings are expected to last the entire three (3) hours.
- Up to 4 uniformed staff members are allowed entry.
- Logistical information will be sent 2 weeks in advance.
- Retail sales are prohibited. Promotional materials are allowed.

"Fleur-de-Lis" Culinary Awards Information (optional)

1. THE DEADLINE FOR RECIPE SUBMISSION IS CLOSE OF BUSINESS ON MARCH 9, 2012.
2. Dishes judged in five categories: Seafood, Dessert, Meat & Poultry, Lagniappe (includes Pastas, Rice Dishes & Vegetarian) and Soups, Stews & Gumbos.
3. Gold, Silver, and Bronze medals will be awarded in each category. A Best of Show medal will also be awarded.
4. The competition will be held in late March, at the individual restaurants, by appointment.
5. All submissions will be included in the Official Event Program & Recipe Book. Professional photography is included and 7500 Programs are printed and distributed during the week of NOWFE. There will also be a digital version of the Program on nowfe.com
6. Winning recipes will receive an enhanced layout in the official program, media attention & will be listed on the NOWFE website.
7. Judges include local & regional radio, print & television media.

Registration Instructions

New to NOWFE:

1. Please create a username and password.
2. Complete the profile form (choose restaurant category)
3. Proceed to the next page and select the Grand Tasting Restaurant Registration.
4. Proceed to the next page and fill out the Restaurant Registration form.
5. Save. You can return to edit or review your profile/registration anytime.

Returning Restaurant:

1. Sign in with your username and password.
2. Select the Grand Tasting Restaurant Registration.
3. Proceed to the next page and fill out the Restaurant Registration form.
4. Save. You can return to edit or review your profile/registration anytime.

(If you registered for the 2011 event, you have an existing profile. If you have forgotten your information, please email jamie@nowfe.com to reset).

The New Orleans Wine & Food Experience is a non-profit organization. The Board of the New Orleans Wine & Food Experience donates 100% of the events' profit to support their programs and foundations. Proceeds from the 2011 event benefit the University of New Orleans School of Hotel, Restaurant & Tourism, the Louisiana Restaurant Association Education Foundation's ProStart Program, The Chef John Folse Culinary Institute, Delgado Community College Culinary Arts Program, New Orleans Center for the Creative Arts Culinary Arts Program, For more information please visit www.nowfe.com