

MEMORANDUM

To: Got to Be NC Members and NC Commodity Associations

From: Myrtle T. Earley

Date: January 27, 2016



The N.C. Department of Agriculture and Consumer Services would like to invite your company to exhibit in the **Got to Be NC Food, Wine & Beer Homegrown Fare, presented by Lowes Foods**, a part of the Got to Be NC Festival. About 15,000 people attended this event in 2015.

The 2016-edition will take place in the Expo Building at the NC State Fairgrounds May 20-22, 2016. The doors will be open to the public on Friday from noon to 8 p.m., Saturday from 10 a.m. to 8 p.m., and Sunday from 10 a.m. to 6 p.m.

Gate admission to the Homegrown Fare will be \$3 for all over 11 years old. To offset the admission charge, we are offering the opportunity to 24 exhibiting companies to offer a coupon with a minimum value of \$1. It could be \$1 or more off purchase, buy two get one free, 10% off case purchase, etc., but the minimum value would be \$1 per coupon. The first 24 exhibitors who agree to this will be on a coupon sheet, printed by NCDA&CS and given to all paying adults. This opportunity will help drive customers to your booth.

This show gives companies an opportunity to sample and sell products to consumers. We welcome companies offering produce, meat, condiments, snacks, desserts, pickles, jams, jellies, beverages, frozen items, breads, sauces, wines, beer etc. However, prepared foods such as sandwiches, entrees, etc. may not be sold. These are items that you prepare for your customer on site. Foods sold outside of their original manufactured packaging (i.e. scooped ice cream, frozen slushes, boiled peanuts) **MUST** be indicated on your application. Wineries are welcome to sample and sell by the bottle ONLY for off-premise consumption. The breweries may sell 6 packs, individual growlers or bombers ONLY for off-premise consumption.

The 10' x 10' booths are \$150. Corner booths are \$200. Additional booths are \$125 each. Companies interested in 3 or more booths need to call Myrtle Earley at 919-707-3118 for pricing. Booth spaces include one draped and skirted 8' table, one 8' table that is not draped or skirted, carpet, 2 chairs, 3' pipe and drape on both sides, and 8' pipe and drape behind the booth. Electrical outlets may be purchased. A 110 volt 20 amp electrical outlet will cost \$25. See application for outlets with greater than 20 amps.

All companies participating in the Homegrown Fare are required to provide a General Liability Insurance certificate with a minimum coverage of \$1 million. A Certificate of Insurance afforded by a company licensed to do business in North Carolina must be provided naming **NCDA&CS/NC State Fair as additional insured. The address is 1025 Blue Ridge Rd, Raleigh, NC 27607.**

To participate, complete the enclosed **application and mail with a check and liability insurance certificate** to: Myrtle T. Earley, 1020 Mail Service Center, Raleigh, NC 27699. No faxed applications, please. Checks should be made payable to **FLAVORS OF CAROLINA**.

Questions should be directed to Myrtle.Earley@ncagr.gov or 919-707-3118.



**Got to Be NC Food, Wine & Beer
Homegrown Fare,
Presented by Lowes Foods**

N.C. Dept. of Agriculture
1020 Mail Service Center
Raleigh, NC 27699
For more information, contact:
Myrtle Earley, 919-707-3118
Myrtle.Earley@ncagr.gov

**APPLICATION for Space in Got to Be NC Food, Wine & Beer Homegrown Fare
Presented by Lowes Foods, May 20-22, 2016**

Note: All Farmers/Growers/ Manufacturers applying MUST be a member of the Got to Be NC program.

Please Complete All Blanks in Print.

Company Name: _____

Name & Title of Applicant: _____

Mailing Address: _____

City: _____ State _____ Zip _____

Phone: _____ Cell _____ Fax _____ Email: _____

NC Sales and Use Tax Number _____ (This is NOT your Federal Tax ID number)

Please list all products to be sampled and sold at Food Expo. List all items including brand names if applicable. ALL ITEMS must be made in North Carolina. Designate any foods which you will be selling other than in their original manufactured packaging (i.e. frozen slushes, boiled peanuts, scooped ice cream).

Booth spaces include one draped and skirted 8' table, 1- 8' table with no skirting, carpet, 3' pipe and drape on both sides, 8' back pipe and drape behind booth, and 2 chairs.

One 10' x 10' space is \$150. Additional booths are \$125 each. Corner Booths are \$200.

Indicate the number of 10' x 10' spaces needed. Only 1 corner booth per company. If your company would like more than 2 spaces, please call Myrtle at 919-707-3118 for pricing.

_____ Regular Booth (\$150 each) _____ Additional Booth (\$125 each) _____ Corner Booth (\$200 each)

Electrical is by request only. _____ 110 volt 20 amp - \$25

Advanced Electrical Hook-ups indicate the # needed - _____ 30/50AMP (\$100 ea.) _____ 60/80AMP (\$160 ea.)

Include my company in the 24 coupons. We will offer _____

Signature of Applicant _____ Date Submitted _____

Make Checks Payable to: The Flavors of Carolina
Mail Checks to: Myrtle T. Earley, 1020 Mail Service Center, Raleigh, NC 27699
Payment Enclosed \$ _____

NO REFUNDS* Keep a Copy of This Application for Your Records