



MAY 22-23, 2011  
McCormick Place, Chicago

## **IWSB MENU PAIRINGS EVENT**

### **Create a “Taste Experience” to drive sales**

#### **Restaurant Menu Pairings Event Overview**

Beverage Industry Leaders team up with Chicago’s top restaurants to create the International Wine, Spirits, & Beer Restaurant Menu Pairings Event. Local Chefs work side by side with sommeliers, mixologists, and brew masters to create a harmonious taste experience for more than 3,000 buyers. Each Chef will prepare sample size tastes of their signature dishes, which is expertly paired with a beverage that compliments the flavors, textures, and style of cuisine. The featured Tasting Stations will expose creative ways to drive sales and increase guest satisfaction.

IWSB attendees will have a direct connection with domestic and international beverage brands. As they sample, buyers will create strategic alliances with beverage purveyors to increase sales and create customer loyalty at their business. This interactive experience will support IWSB educational sessions by providing a taste experience that buyers will not soon forget!

#### **IWSB Menu Pairings details**

Up to (10) Menu Pairings Stations will be placed on the IWSB Show Floor each day. These stations will be staffed with beverage professionals and restaurant representatives from 11:00 – 5:00pm.

Chefs will offer 1-2 bite “tastes” of varied cuisine from several different business sectors, and will serve a diverse mix of savory and sweet. Restaurant Sponsors will be selected from a list of Chicago’s top dining destinations, and each will highlight an emerging trend in the Industry.

Co-located at each station, a Beverage Producer will feature a wine selection, cocktail, or beer that complements the cuisine. Representatives will pour a 1 – 2 ounce sample and interact with the buyer directly as they taste. These products will display innovative marketing strategies, regional and international brands, and strategic partnerships with restaurants. Both partners should be prepared to answer questions about why this pairing works together.

Each station will be prepared to serve 600 guests, and each Sponsor will provide their own décor, disposable service ware, and service staff. (NRA will provide service tables and signs)

**IWSB Menu Pairings event times (Restaurants select first and second choice)**

Sunday	5.22.2011	11:00am – 5:00pm
Monday	5.23.2011	11:00am – 5:00pm

**Restaurant Sponsors - cost to participate**

Restaurant Sponsors will pay \$500 to participate, which includes a table, sign, and a listing in pre-event marketing materials. The restaurant will also agree to provide (at their expense): 600 sample size portions, 600 disposable plates, service staff, and station décor.

**Restaurant Sponsor Badges**

Each participating Restaurant will receive 5 IWSB Attendee Badges, which grant access to the IWSB Event and the NRA Show. All attendees must be 21 years of age, and valid identification is required to enter the IWSB Event.

**Restaurant marketing opportunities**

Restaurants will staff their tasting station from 11:00am – 5:00pm for one day of the event, and have direct contact with more than 3,000 attendees. They will be allowed to distribute printed materials, could offer to book reservations at their restaurant, and do “fish bowl” promotions. Their business name, Chef’s name, and item description will be listed in all IWS&B Event related marketing publications. NRA will provide a table and a sign for each station.

**IWSB Menu Pairings Event marketing and promotion**

The Menu Pairings event will be used to attract additional qualified buyers to attend the IWSB Event, and to educate attendees on creative strategies to drive sales and improve their business. E-blasts will be sent to IWSB Event Attendees to announce the Menu Pairings concept. E-Blasts will be sent to all NRA prospects interested in information about alcoholic beverages. The Event Menu and Sponsor information will be posted on <http://www.winespiritsbeer.org/>

NRA will publicize this event, and the Menu Pairings will be announced in session announcements. NRA will provide a sign for each Sponsor, which will include a logo and item description. NRA will also provide signs on the IWSB show floor which list the Sponsors and event times.

**Added Feature - IWSB Menu Pairings Dine Around**

NRA will actively promote an IWSB Menu Pairings Dine Around to IWSB participants. Each Restaurant will offer a signature item or tasting menu paired with product(s) from their IWSB menu pairings partner from 5/21/2011 – 5/24/2011, during the NRA Show. This menu will be highlighted on <http://www.winespiritsbeer.org> and a direct link to make a reservation at participating restaurants will be added.

**The deadline for participation as a Restaurant Sponsor will be March 18, 2011.** Please contact Ben Smock at (312)656-6849 or [ben@toqueandbottle.com](mailto:ben@toqueandbottle.com) for more information, or to reserve your spot as a Restaurant Sponsor.