



The 2<sup>nd</sup> Annual  
COHASSET DAY

*Saturday, September 12, 2009*

**Fine Foods Galore Tasting – 4:00 PM to 6:00 PM**

Guidelines for  
Restaurant & Food Vendors

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Thank you for participating in Cohasset Day! This event will provide restaurant and food vendor participants with a tremendous opportunity to showcase your culinary delights and promote your businesses.

The following Guidelines have been compiled with help from Cohasset restaurant owners and the Cohasset Board of Health. Cohasset Day's Fine Foods Galore Tasting is a fairly new event but some participants have participated in "Tasting" events before, so you know the drill. We hope you will find the following outline helpful in planning for your presentation. We welcome input and suggestions to help this event be as successful as possible for participants and the public.

Cohasset Day is a fund raising event whose proceeds will benefit the Cohasset Food Pantry, Cohasset Elder Affairs and other initiatives of the Cohasset EDC and Chamber of Commerce throughout the year.

**Rain Date:**

1. Sunday, September 13, 2009 –Same Time Schedule.
2. Participants will be notified as soon as possible but not later than 12:00 Noon Saturday if the Saturday event will be cancelled and moved to Sunday in the event of unacceptable weather conditions.
3. Participants are asked to be prepared to set up on Sunday on the same time schedule.

**Registration:**

1. All participants must complete the Restaurant & Food Vendor Registration Form by July 31, 2009 and submit to Peter Brown or other designated committee person by email or direct mail *in order to be timely listed on the Event Program and other promotional materials.*
2. Those registering after 7/31/09 will be most welcome subject to availability of table space and acceptance by the EDC Committee.

**Ticket Sales and Holder Identification:**

1. The only Tickets being sold to the public for Cohasset Day are for the Fine Food Galore Tastings ---in advance and on Cohasset Day.
  - *Family Tickets: Advance at \$20 each; \$25 each on Cohasset Day.*
  - *Individual Tickets: Advance at \$10 each; \$15 each on Cohasset Day.*
2. Ticket holders will be given special Cohasset Day '09 ID Stickers ( all members of a family will get a sticker to identify each as entitled to enjoy the "Tastings" ).
3. People do not have to buy a ticket to enjoy all other Cohasset Day events---*they are free.*
4. If Restaurant or Vendor participants are approached by anyone without the Cohasset Day '09 ID Sticker, they should be politely asked to purchase a Family or Individual ticket at one of the ticket tables located on South Main Street. No

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one should be served without an ID Sticker. If there is any problem, please ask the person to speak to an EDC Committee person or Cohasset Day volunteer who will be identifiable by a gold Cohasset Day tee shirt.

5. The EDC Committee will provide as many volunteers as possible to assist in these matters.

**Logistics:**

1. One 8 foot table will be delivered *free of charge* to designated South Main Street locations at 3:00 PM as per the attached map for each participating restaurant or food vendor. If additional work surfaces are needed, please bring them with you.
2. Set-up: Begins at 3:00 PM to be ready to serve from 4:00 PM to 6:00 PM, when breakdown can commence.
3. Electricity will be available but limited and provided on a first come first serve basis. Participants need to complete the electricity section on the Registration form to insure proper current is available for your designated location.
4. Participants need to provide for their own heating and cooling requirements and obtain any permits required by the Town. The EDC Committee is only aware of a Propane Permit which will be issued by the Fire Department with the fee waived for Cohasset Day. Barbeque grills and Sterno heaters should be used with appropriate caution and safety and set up to avoid accidental burns.
5. Servers: Each participant must have a certified ServSafe Manager at their tables and exercise food safety practices according to the Massachusetts Food Code 105 CMR 590.000. This includes, but is not limited to: preparing, handling, heating, cooling and holding of food, along with off-site service regulations. If you have questions, please contact the Cohasset Board of Health in advance for further guidance.
6. Tents and overhead coverings at your table are welcome. However, they need to be of a structure to stand on an asphalt surface.
7. Participants shall provide for their own seating as necessary.
8. Participants shall provide water or beverages for staff as they require.
9. Participants shall provide their own paper plates, cups, picks or throw away utensils, etc. for their tasting specialties.
10. We ask that portions be sized appropriately to support a 2 hour presentation. We expect approximately 1000 family and individual tickets to be sold based on Cohasset Day '08 tickets sold.
11. Trash receptacles will be provided for the public along "Restaurant Row" in the center of South Main Street. Participants should provide their own receptacles at their tables but will be able to dump them into the public bins.
12. Participants' selected locations shall be on a first come first serve basis but subject to the EDC Committee approval to accommodate a balanced street presentation. We will make every effort to accommodate each participant's needs.
13. We ask that your tables be covered in an attractive manner with paper or cloth. We encourage you to decorate your table as you wish—flowers, balloons, etc.( see "Prizes" below for Most Creative Decorated Table).
14. We suggest that participant staff be dressed with appropriate attire to represent your establishment. Aprons, company logo tee shirts and hats are suggested to promote your business and brand. Dress for Success!... Promote ! Promote!
15. Parking: For those needing parking for a support vehicle, please note this on the Registration Form and follow-up in advance to make sure 1 or 2 spaces are reserved for you in the Municipal Parking lot behind South Main Street.

**Promotions:**

1. Committee Promotions:
  - a. Each Participant Owner, or alternate contact, shall be provided with promotional brochures, 11" x 17" advertising posters for window display, event brochures, maps and other notices. *Please make sure that we know who you want us to communicate with between your Registration Form submission and Cohasset Day with their name, telephone # and email address on the registration form.*
  - b. *The Committee will also be promoting Cohasset Day – and Award Winners -- in the Mariner, on WATD Radio-Marshfield and in other newspapers and publications.*
2. Participant Promotions:
  - a. We encourage you to bring your own signage, banners, sidewalk boards, promotional materials, coupons, menus, business cards, etc. to promote your business and brand.
  - b. You can run a raffle if you want ! You can collect database information!
  - c. Cohasset Day presents a great opportunity once a year to meet old and new customers alike in person, in a friendly way, and promote your business.

**Prizes:**

1. There will be 2 prizes awarded to participants as determined by the EDC Committee as follows:
  - a. Most Creatively Decorated Table – This does not have to be the most expensive set -up, it is the most creative representation of your business and what you are sampling at Cohasset Day.
  - b. Most Creatively Dressed Table Staff – same as above.
2. There will be ballots for the public to vote for the Best Cohasset Day Restaurants in each of the following categories:
  - a. Main Dish
  - b. Appetizer Dish
  - c. Pizza
  - d. Soup or chowder
  - e. Dessert