

January 1, 2010

Dear Food Vendor,

This year marks the **51st Annual Castroville Artichoke Festival** and we are now taking applications for food concessions. This year will be of challenges and successes. Conforming to new regulations from the Monterey County Health Department in regards to a "green" event is putting stricter guidelines on all food related participates (please read the application form carefully). When we all work together we achieve success!

We will have headline entertainment starting on Saturday, with our local favorite, *The Joe Sharino Band* and on Sunday *The Chicano All Stars*. Renowned chefs Tony Baker of Montrio's, Todd Fisher of Kitchens, Katherine Hamilton of Diamond Organics will provide artichoke food demos to be paired with Monterey County wines in the Artichoke Pavilion. The ever popular field tour is not only beautiful but educational with a lesson in ABCs of artichokes and a stop at our Farmer's Market. AgroART continues this year with a 1-day event with individuals and professionals participating. What better way to kick off the day, but by having a pancake breakfast at the local firehouse and watching the parade on Sunday morning.

Therefore, we are asking you to please return to us a completed application, so processing can be handled in an efficient manner. We will try to accommodate all of you for real estate is precious, so keep that in mind when you receive your space allotment, and in return we ask for your patience and understanding.

We will be reviewing all applications as they come in and notify selected vendors as quickly as possible. Please note our **detailed** application form. **The Festival will not accept any applications for beverages: i.e. beer, soda, wine, water. PRIORITY DOES GO TO THOSE WHO USE FRESH ARTICHOKE IN THEIR PRODUCT.** Duplicate vendors will be chosen on first come basis.

We look forward to receiving your completed application for consideration no later than March 20, 2010. Thank you for your interest in our Festival.

Sincerely,

Michele Pecci

Food Director