



2008 Crab Cake FESTIVAL & Shore Chef Cook-Off Information

Monmouth Park Race Track ■ Saturday, September 20, 2008
During Monmouth Park's Jersey Bred Thoroughbred Festival

Think your restaurant makes the best crab cake or seafood around? Here's your chance to prove it.

Don't miss the 2nd annual Crab Cake FESTIVAL & Shore Chef Cook-Off, hosted by the Star Ledger, Monmouth Park and www.VisitNJ.org at beautiful Monmouth Park Racetrack in Oceanport, NJ.

The Crab Cake Festival offers restaurants the opportunity to sell crab cakes and other seafood items to the estimated crowd of 16,000 hungry visitors. It also offers competition between restaurant chefs for "Best Crab Cake" and "Best of the Rest." Peoples' Choice Awards are also given out. The participating restaurants receive tremendous multi-media promotion before and after the festival.

In order to participate, Vendors must provide:

- Reservation Form (send in to be considered)
- Reservation Fee of \$100.00 (send in with reservation form)
- Participation Form
- DCA Fire Safety Permit and \$42 permit fee payable to "Treasurer, State of New Jersey"
- Certificate of insurance (\$1M + \$1M). proof of comprehensive general liability insurance including the so-called "broad form of endorsement" in an amount of at least one million dollars
- Copy of your Certificate of Health
- Logo, Chef photo, information about the restaurant

General Information

- **Vendor Participation Fee: \$100.** Restaurants will be allotted an approximately 10' by 16' area. You must bring all necessary cooking and serving equipment. You may bring your own tent (tents cannot be anchored with stakes as area is on cement) or arrange to rent tents through Spark.
- **Attendance:** Estimated attendance for this event is 16,000, however, because of the significant media and radio coverage planned, this number may increase.
- **Hours:** 11:30am – 5 pm
- **Location:** Left side behind the Grandstand and adjacent to the Pony Rides. Your individual location will be assigned on the day of the event.
- **Set up** will begin at 8 am.
- **Electrical Hook Ups:** Hook ups will be in place for you at that time, if previously ordered.
- **Free parking** will be provided for your service vehicles at Gate 3, off Oceanport Avenue entrance (drive around the fence to the Stevens Gate entrance).

(continued)



Food Sales:

Monmouth Park will provide cashiers throughout the area to sell "tickets" in \$1 and \$5 increments. Restaurants will advertise their food cost in number of tickets. Restaurants will accept tickets as form of payment in lieu of money. (Example...a restaurant sells 1 lobster for 10 tickets).

Revenue Split:

At end of day, restaurants redeem their tickets with Aramark and receive cash equaling 70% of that restaurant's ticket sales. The remaining 30% of revenue will be split between Aramark and administrative fees.

- **Menu signage:** menu information must be provided August 15, 2008.
- **Food Pricing:** The most successful restaurants sold crab cakes in the \$7-\$10 range last year. Note: Restaurants will not be permitted to change pricing during the event.
- It's recommended that restaurants offer no more than 3- 4 different items for sale.
- **Competition:** Restaurants may offer two items to be judged in competition: Crab Cakes and "Best of the Rest"
- Restaurants may not serve any item already offered by Aramark at Monmouth Park or in competition with a food item currently offered at Monmouth Park by Aramark. (Examples: hot dogs, hamburgers, sausage, pizza, ice cream, popcorn, pretzels, soup). Monmouth Park has final approval on all menu items to be served by Crab Cake Festival restaurants..
- **NO beverages** may be sold by participating restaurants. Aramark will offer a variety of beverages for sale.

Logistics

- **Ice:** Ice may be purchased directly from Aramark at the facility for \$1.00 a bag
- **Grease Removal:** Restaurants will need to arrange for grease removal.
- **Trash Removal:** Monmouth Park will provide for removal of all trash at the end of the event.

Tent Rentals:

Restaurants that need to rent tents may do so through Spark Market Solutions. Spark will arrange the rental, installation, delivery and return of these items. All rental items will be set prior to 8 am on day of event. Price includes installation, break-down and return.

Promotion

The Star-Ledger and NJ.com are planning a major promotional campaign for the Shore Chef Cook Off. It begins now and runs through the month of September with ads, advertisements featuring participating restaurants and feature articles in the hugely popular Munchmobile column. Noted Star-Ledger food columnist and Munchmobile captain Pete Genovese will devote a feature article to the event and participating restaurants prior to the event.

In addition to vendor opportunities, restaurants may compete in two categories: "Best Crab Cakes" and "Best of the Rest" for People's Choice and judging by a panel including Pete Genovese of The Star-Ledger Munchmobile fame.

The winner will receive a special promotional package in the Star-Ledger and year-long bragging rights as the winner of the Shore Chef Crab Cake Cook-Off.

Don't delay – only ten restaurants will have a chance to participate. Restaurants will be chosen on a first in, first paid basis. Send your reservation form in TODAY!