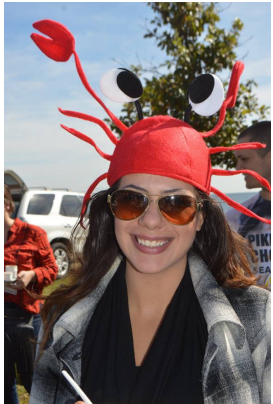




New England's #1 Culinary Event

It's a Shore Thing!

Restaurants from Manhattan to Maine and as far away as Seattle come to Connecticut the first Sunday of October to compete in New England's #1 culinary competition, Chowdafest, presented by Stop & Shop. Only 40 restaurants are invited to contend for the coveted title of best in New England. Seven of the nations top chowders competed last fall in what Yankee Magazine calls a top New England event.



Chowdafest is more than a 4-hour competition - it's smart business!

No other event offers such value:

- Restaurants are promoted over a 9 month period in our print, digital, broadcast and PR efforts including the popular Chowda Trail which is the only trail of its kind on the east coast.
- Chowdafest is promoted to over 10 million people and over 10,000 discernible foodies attend the event.
- Restaurants get extensive media coverage.
- Win or lose, everyone gets a huge lift in new customers. The average value of just one new regular customer is almost \$3,000
- Previous champions report ANNUAL chowder or soup sale increases between 60% and 400%! That's a substantial increase to the average check!



Award Winning Chefs/Restaurants!

Just 40 restaurants are invited to compete in Chowdafest. Many of them are well recognized for their culinary and community contributions by the James Beard Foundation to nationally recognized media. They compete for multiple reasons: helping the fight against food insecurity, the financial impact of increased business, ego and sheer fun of competing at this event. Every New England state is represented in our event.



We got your customer and they crave us!



Our discernible foodies are a passionate consumer base:

- ▶ 85% are between ages 23-55
- ▶ 90% live within a 2-hour radius (MA, CT, RI, NY and NJ)
- ▶ Equal male/female ratio
- ▶ 96% indicate they feel very positively about charity events like Chowdafest

We're a Food Fight Against Food Insecurity!

While renown chefs and award winning restaurants compete to be a Chowdafest champion, the real food fight is the battle to raise funds to alleviate hunger. Our “fun”raiser funded over 700,000 meals the past two years and **our 2017 goal is a HALF MILLION MEALS alone!** Our event supports “Food Rescue U.S.” (formerly Community Plates) which is a 501c3 non-profit organization focused on eliminating hunger in the U.S. through rescuing food from grocery stores, farms and restaurants.



FOOD RESCUE US

The Simple Solution To Ending Local Hunger



We're a True Destination Event!

AAA has recognized Chowdafest as a true destination event where people drive from all over New England or further to attend. As a sponsor, AAA promotes Chowdafest to over 5MM of their members in the northeast!

Sherwood Island State Park in Westport CT hosts our annual event. With its own exit conveniently off I-95 in the heart of Fairfield County, with three lanes both in and out of the park, this idyllic shoreline location is the perfect New England backdrop for the competition.

A new partnership with Metro North Railroad will result in increased attendance of discernible foodies from NYC and Westchester County.

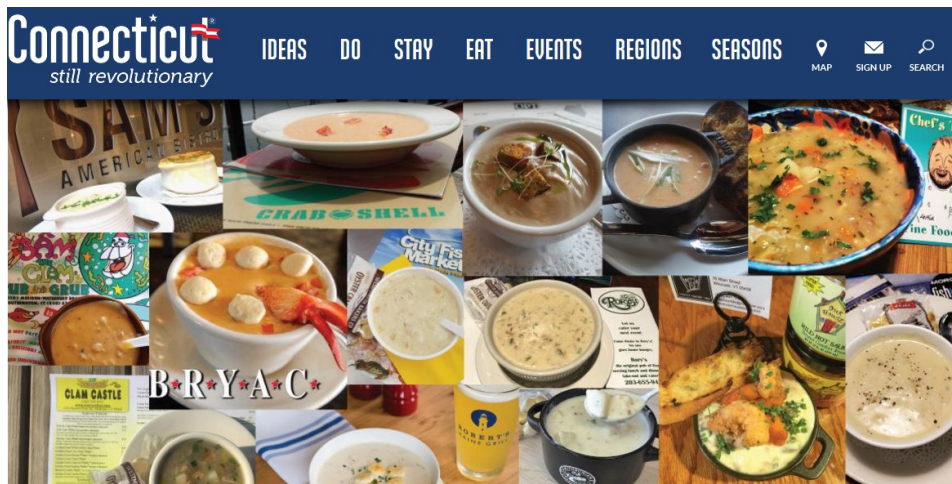


**Metro-North
Railroad**

You'll be part of
the Trail!



Foodies are always looking to find great places to eat which is why we started the Chowda Trail. Unlike other trails (beer, wine etc) ours is a living, breathing trail that changes each year featuring the competing restaurants in Chowdafest to promote them throughout the winter, spring and summer months leading up to Chowdafest in October. The trail gets over 1,000 hits weekly. There is no other trail like this on the east coast!

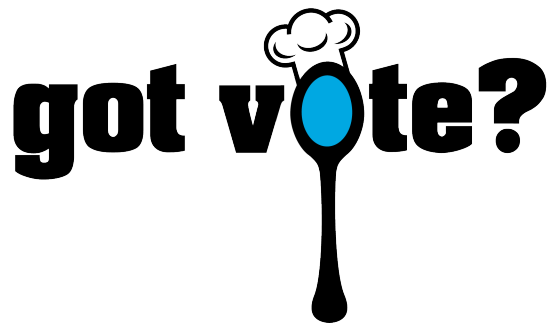


It's About Quality, not Quantity!

Chowdafest is a true people's choice event. Adults and kids alike are given a spoon, pencil and ballot upon entry. Visitors sample unlimited chowder and soup from 40 restaurants stretching from Seattle to Maine. Attendees grade each entry on a scale of 7 to 10.5 with a half point intervals. Winners are determined by the highest average rating, not by the number of votes. Winners are announced upon the conclusion of the event.

There are five categories of competition with 8 competitors in each:

- Classic New England Clam Chowder
- Traditional Chowder (Manhattan & Rhode Island chowders only)
- Creative Chowder (anything but Classic or Traditional)
- Vegetarian Chowder (NEW in 2017)
- Soup & Bisque



One of a Kind Trophies for a One of a Kind Event!



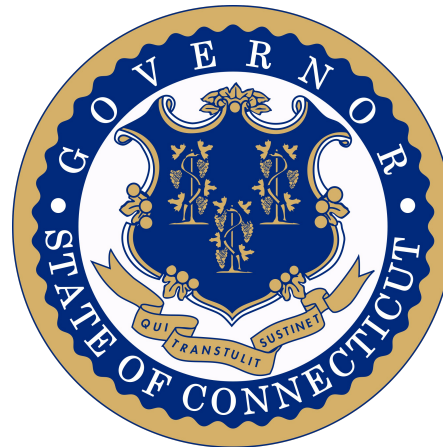
We commission an accomplished New England artist to create unique nautical sculptures that are turned into trophies. These trophies are made from reclaimed materials found along the New England shoreline. We believe that these one-of-a-kind works of art reflect the culinary artistry by one-of-a-kind chefs!

Yankee Magazine Top Event of the Season

Oct 1, 2017 - Chowdafest Day in CT

We're honored to have been chosen a Yankee Magazine Top Event of the Fall Season in 2016. This acknowledgment spurred even greater attendance not just across New England but from as far as the mid-west.

For the 3rd consecutive year, the first Sunday in October has been officially declared Chowdafest Day in CT by state governor, Dan Malloy



We Support Farm Co-ops:

Given the dairy nature of chowder, Chowdafest supports sustainable and local farm efforts. Many of our competing restaurants and sponsors actively support eating local and feature locally grown products from dairy to cheese and cranberry cooperatives.



We're Kid and Family Friendly

Kids are king at Chowdafest. From being able to vote to getting free chef hats to decorate and hugs from our mascot, kids rule.



Great Sponsors!

Chowdafest is supported by over 30 great corporations, many who are New England based and concerned about charitable outreach and food insecurity. They also participate in product sampling further enhancing our event.

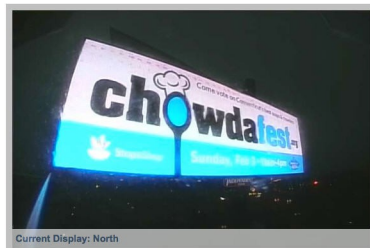


Just Part of our Invite List:



Incredible Media Coverage

2016 coverage hit an all time high with over 10 million impressions across TV, radio, print, digital & social media plus Stop & Shop circulars!

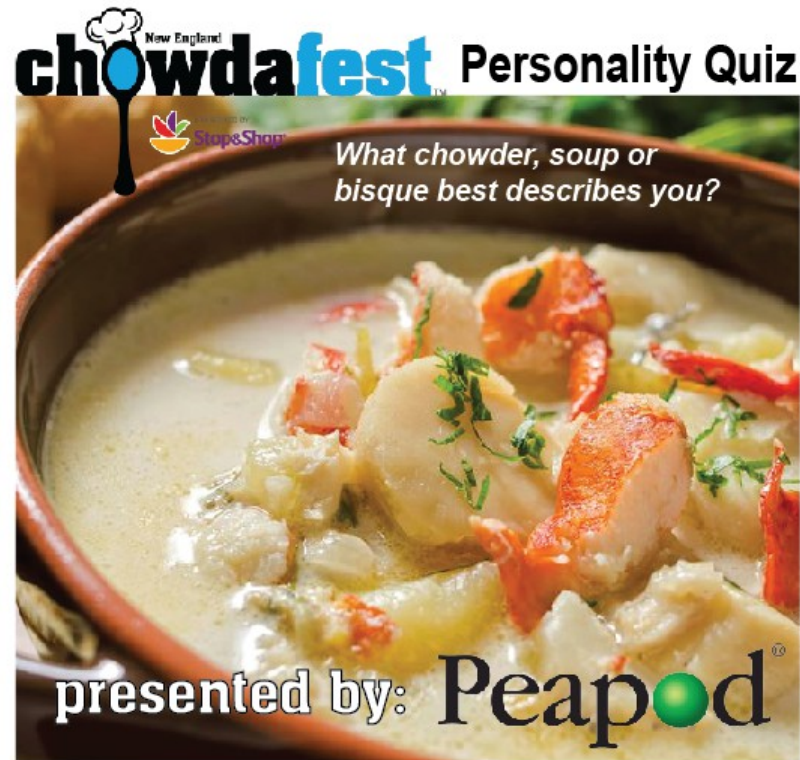


Planned Summer Promotion:

(Personality Quiz)

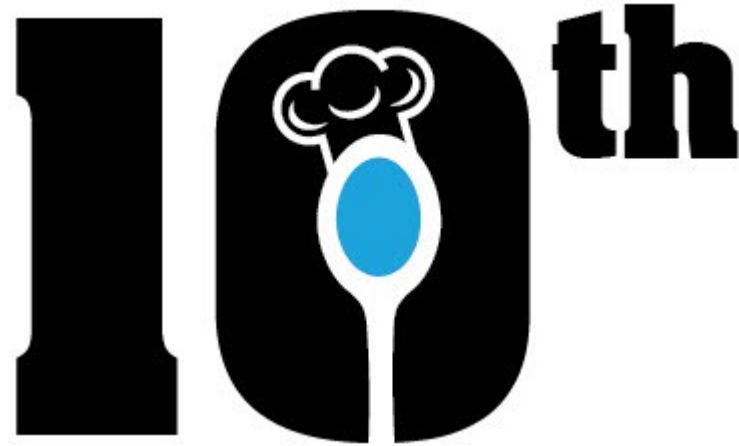
During the month of September, we'll be conducting a fun personality quiz to increase on-line ticket sales. The fun quiz involves answering a series of interesting questions to determine what chowder, soup or bisque best describes the quiz taker.

This promotion will be widely promoted via social media and restaurants will be given “plop & place” creative to post on their own Facebook page.



[Start Quiz](#)

Celebrating our 10th year!



- Date: Sunday October 1, 2017
- Sherwood Island State Park in Westport CT
- Show hours: 11:00 am – 3:00 pm
- Live awards presentation at 3:30
- Ticket pricing:
 - \$20 adults (AAA discount: \$15)
 - \$ 5 kids
 - 6-12 Kids under 6 are FREE

The Complete Foodie Experience:

Chowdafest rounds out the chowder and soup experience with themed food sections:

- **Ciao-dafest:** A taste of Italy with fresh artisan baked breads, sauces, salads and minestrone soup.
- **ChowdaMex:** A tasting of different salsas, chips, guacamole and chicken tortilla soup.
- The “**Beverage Bog**” presented by Ocean Spray:
- A centralized section to sample water, juice, tea, coffee, yogurt drinks and sparkling beverages.
- **ChowdaKids:** An activity section where 'little necks' get FREE chef hats to decorate and make bracelets, directed by Kids Helping Kids.
- **Sweet Treats:** Sample farm fresh milk, ice cream, cheese, cookies, snacks, yogurt and more.



Restaurant Info - Easy & Turnkey:

- ▶ Entry Fee is still just a \$125
- ▶ Event is limited to 40 total entries, 8 restaurants per category (5).
- ▶ We're exceptionally turnkey and organized
- ▶ We provide 10' x 10' tent, two 8' tables, cups, napkins, spoons etc.



- ▶ Options to heat your chowder or soup include gas, propane or sterno
- ▶ Soup: minimum of 40-60 gallons pending category
- ▶ You're included in all promotional efforts (radio, collateral, guide etc.)
- ▶ Table/Tent decorations are up to each restaurant.
- ▶ Mandatory restaurant/chef meeting to be scheduled to review event (Aug. 14)
- ▶ We supply volunteers to help set up, serve and break down.
- ▶ We supply you with marketing materials to promote to your customers too!

Tentative Floor Plan:

Chowdafest
2017 Floor Plan (8/20/17) - East Beach
Sherwood Island State Park, Westport CT



Parking Shuttle



Entrance/Exit



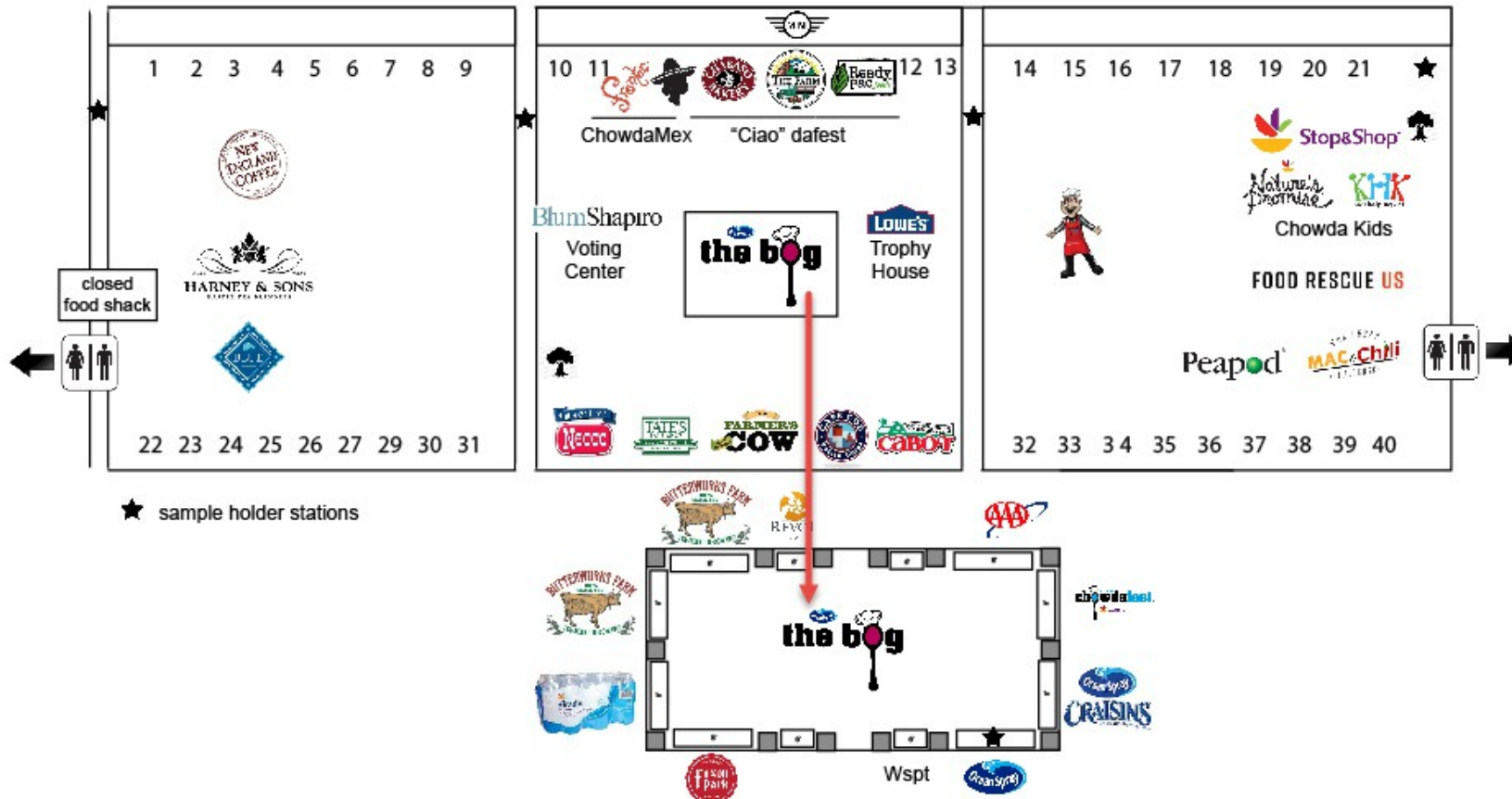
Entrance/Exit



Entrance/Exit



Bus Drop-off/Pick-up



Contact Us:



Contact: Jim Keenan – Event Director (203) 216-8452
Chowdafest@optonline.net – www.Chowdafest.org