

Taste of Morels  
The 57<sup>th</sup> National Morel Mushroom Festival  
PO Box 184 ~ Boyne City, Michigan  
May 20, 2017

Dear Restaurateur:

It is time again, to join us in honoring the uniqueness of the Morel Mushroom. We would like to invite you to join us for this year's *Taste of Morels* at the National Morel Mushroom Festival being held on Saturday, May 20, 2017 from 12:00 noon to 3:00 p.m. under the tent in Veteran's Park in Boyne City.

The purpose of the *Taste of Morels* is to introduce our community and its visitors to the finest eateries of Northern Michigan by highlighting the arrival of the Morel Mushroom in our area. The goal of this event is to create a reputation for our region as America's destination for Morel Mushroom dining. We can accomplish this with your help by continuing to host the largest concentration of Morel cooking in the world.

We will sell tickets for the *Taste of Morels* at the door. The ticket price will be \$1.00. You will be reimbursed \$.50 for each ticket collected. Please remember to collect tickets when you serve your guests. Each restaurant can price their sample tastes accordingly with a maximum prices of \$4.00.

All participants have the opportunity to compete for a cash prize of \$300.00 for 1<sup>st</sup>, \$200.00 for 2<sup>nd</sup> and \$100.00 for 3<sup>rd</sup> place. A panel of judges will determine the winners based on a "blind" tasting.

We will provide each participating restaurant with the following:

- A 6-8' banquet table with cover and skirting
- Plastic sporks, paper napkins (please be sure to bring your own serving plate/bowl)
- Printed menus displaying your restaurant name and menu item (please submit by May 1<sup>st</sup>)
- A container for collecting your tickets
- A hand washing station

Each participating restaurant is responsible for the following:

- A minimum of 400-600 prepared Morel food samples
- Providing the appropriate serving plate/bowl for your sample
- Proper food handling according to Health Department regulations
- A garbage receptacle behind your station
- Service staffing (maximum of 4 employees) to keep the lines moving
- Establishing a Morel sample selection and ticket cost for your Taste(s) items no later than May 1, 2017.

Recommended:

- A light or full version of your restaurant menu highlighting your premier dishes with pricing and directions to hand to guests.
- You may provide coupons or other items for guests

Schedule for Saturday, May 20

- 10:00 a.m. – 11:30 a.m. – Tent will be open for set up
- 12:00 noon – 3:00 p.m. – The Taste of Morels will be open to the public
- 3:00 p.m. – 4:00 p.m. - Tear down

We sincerely hope that you are as excited as we are about this years' event. Enclosed is an application form for you to complete and submit prior to May 1, 2017. We look forward to you showcasing your restaurant at the 57<sup>th</sup> National Morel Festival!

Sincerely,

Pam Chipman & the Morel Festival Committee