

You are invited to be a featured chef at

TASTE SHOWCASE

May 21-23, 2010

About Taste Addison

Over 65,000 fans of food, music and family fun will agree that Taste Addison continues to be one of North Texas' most eagerly awaited festivals. Taste Addison, May 21-23, 2010, features food from more than 50 of Addison's finest restaurants serving generous samplings of their menus at reduced prices. There's also non-stop musical entertainment from national, regional and local artists. The 2010 entertainment line up already includes TRAIN with many more bands to follow. Taste Addison also offers cooking demonstrations, specialty food marketplace, wine tasting, children's entertainment, arts and crafts, carnival rides, midway games and more.

Featured Chef Cooking Demonstrations at Taste Showcase

In addition to the outdoor festivities at Taste Addison, the culinary-focused **Taste Showcase** event attracts over 15,000 people and is held inside the Addison Conference Centre during limited hours. Taste Showcase features a specialty food marketplace, live cooking demonstrations from top area chefs as well as Robert Mondavi's "Discover Wine" tour that includes wine seminars and tasting, a live cooking demonstration by pop culture icon Ted Allen and more.

A limited number of chefs will be selected to conduct one of the hourly cooking demonstrations on the state-of-the-art Viking kitchen set that's provided by Capital Distributing. Selected chefs may use the commercial prep kitchen at the Conference Centre and will be provided with assistants from local culinary schools, a wireless microphone and a personalized chef coat. While conducting the demonstration, the featured chef can also use the allotted time to promote his/her establishment, sell cookbooks, etc. Last year's chefs included Richard Chamberlain, Tre Wilcox, and Ted Allen from *Top Chef*, and more.



This special Taste Showcase opportunity is by invitation only. The 45-minute time slots will go fast so be sure to submit your application for consideration as soon as possible. Applications are accepted until March 12th. Restaurant participation in Taste Addison is not a requirement to participate as a chef in Taste Showcase.

Event Details



What: Taste Showcase at Taste Addison

Location: Addison Conference and Theatre Centre
15650 Addison Road, Addison, TX 75001

Hours: Friday, May 21 5 pm – 9 pm
Saturday, May 22 12 pm Noon – 7 pm
Sunday, May 23 12 pm Noon - 6 pm



Taste Showcase will:

- Provide a stage with state-of-the-art appliances featuring a stove/conventional oven, microwave oven, refrigerator, demonstration table and mirror
- Facilitate sampling with the local health department
- Provide forks, plates, and napkins for the sampling
- Provide chef assistants from local culinary schools
- Provide a custom imprinted chef coat
- Reproduce Taste Showcase Recipe Book, including chef name, establishment name, logo/photo, location(s), and recipe
- Provide a place for marketing/bounce back materials, sell cookbooks, etc.
- Provide a reserved parking spot in the Addison Conference Centre parking lot prior to demonstration time
- Include name of establishment and chef in Taste Addison marketing materials and publicity efforts, as space is available

As a featured chef in Taste Showcase, the chef will:

- Conduct a single, approximately 45 minute cooking demonstration and sampling. (We recommend you bring the pre-prepared sampling product from your restaurant.)
- Provide tasting samples for 50 people
- Provide one copy of the recipe (printed or electronically) for our reproduction distribution to the audience during the cooking demonstration.
- Provide company logo and chef photo electronically in a .jpg or .tif format
- Bring special utensils, appliances, equipment needed for presentation

***Make your reservation today
by one of the following options:***

Phone: Call 972-450-6281 to schedule a reservation

Email: Attach the application and email to nnewkham@addisontx.gov

Fax: Complete the application and fax to 972-450-2834

Mail: Taste Showcase
Attn: Nicole Newkham
P.O. Box 9010
Addison, TX 75001



TASTE SHOWCASE 2010

Chef Application
May 21 – 23, 2010
Addison Conference & Theatre Centre

APPLICATIONS MUST BE RECEIVED BY MARCH 12TH

I wish to apply for a chef demonstration opportunity at Taste Showcase at Taste Addison 2010.

Chef's name: _____ Chef's Coat Size: S M L XL XXL XXXL

Name of business: _____ Website address: _____

Business address: _____

Business phone: _____ Business fax: _____

Contact name: _____ Contact email: _____

Contact phone number: _____ Contact fax number: _____

Name of recipe: _____

Special needs: _____

Please indicate the times you are available and your preferred time slots:

FRIDAY, MAY 21	SATURDAY, MAY 22	SUNDAY, MAY 23
5 PM	12 PM	12 PM
6 PM	1 PM	1 PM
7 PM	2 PM	2 PM
8 PM	3 PM	3 PM
	4 PM	4 PM
	5 PM	5 PM
	6 PM	
	7 PM	
	8 PM	

RETURN APPLICATION: Town of Addison, Taste Showcase, Attn: Nicole Newkham, P.O. Box 9010, Addison, Texas 75001-9010, fax to 972-450-2834 or email to nnewkham@addisontx.gov.