



Hello Chefs!

Have you heard? Taste of the Upstate (TOU) 2023 is back for 2023!

TOU brings together Upstate chefs and restaurants with local foodies to raise money for Loaves & Fishes' food rescue. This event has a long history in Greenville, and we are happy to report that it survived the COVID shutdowns! In fact, 2022 was a smashing success and raised a record amount for our food rescue work.

Proceeds from this event provide for the annual maintenance and care of our refrigerated rescue fleet (and hearts!). Our humble fleet of just 5 refrigerated vehicles move mountains of food, nearly 2.5 million last year, another record. They are the embodiment of our mission and the most important asset we have. That's why this event is critical. Its proceeds provide fuel and care for our fleet, all year long.

Together, we are parts of a food system that nourishes all of Greenville—and, when we work together to eliminate food waste—we stand a real chance at doing exactly that. Can you believe that in 31 years of partnerships together, we have rescued a cumulative total of over 40M pounds of good food? Food rescue makes a real difference to those who experience hunger or food insecurity, 40M pounds of difference.

I'm sure that you get invited to participate in, and donate to, a lot of wonderful events. I'd venture to say that at most of those events your offerings are the epicurious back-up singers to a wedding, holiday, or some-such-special celebration. Taste of the Upstate is about YOU, the local restaurateur, and the best and tastiest dish you can make. Won't you join us?

Changes in 2023:

- Celebrity chef, *Chopped* champion Nikko Cagalanan will join as a guest judge
- Chefs will utilize a commonly rescued food item in their dishes
- Search engine advertising
- Printed restaurant directory for event attendees

Local culinary powerhouses will evaluate the technical criteria of your dish, and the crowd will select its favorite as well. This year, each restaurant's offering must feature a commonly rescued food item (don't worry it's an easy list to navigate and is enclosed). As always, the event will have a silent auction and live musicians.

Please review the enclosed welcome kit. Submit the agreement form online, or by scanning the enclosed form when you are ready to join us. SPACE IS LIMITED BUT AVAILABLE, act fast, friends!

Thank you for your consideration.

Sincerely,

Naomi Horne, CFRE
Director of Philanthropy, Loaves & Fishes
Loavesandfishesgreenville.com
O: (864) 232-3595 / C: (907) 590-9771

P.S. *We plan to host this year's event in-person but are keeping in mind the guidance surrounding COVID-19. Should health concerns affect our ability to celebrate side-by-side, we will shift to the drive-thru option that was a tremendous hit in 2021, which allowed our chefs to showcase their talent and adaptability.*

Taste of the Upstate 2023 Restaurant Welcome Kit

IMPORTANT DATES

- *March 16, 2023* *DEADLINE to join as a competitor, use enclosed form or [signup online](#)*
- *March 26, 2023* *DEADLINE for submitting chef headshot and bio for promotions*
- *March 26, 2023, 2pm* *Chefs' meeting at venue site*
- *April 16, 2023* *Taste of the Upstate 2023 @ BSWA Patio, 11:30am - 2:00pm*
Set up begins at 10am

AWARD CATEGORIES

Awards will be presented in the following categories on the day of the event:

1. John DeJong Culinary Excellence Award
2. People's Choice Award
3. Best Savory Dish
4. Most Original Dish
5. Best Sweet Dish
6. Best Food Rescue Dish *NEW*

The John DeJong Culinary Excellence Award is presented in honor of the lead culinary judge of IFSEA who passed away a few years ago. Chef DeJong was a part of Taste of the Upstate for many years so this award is very dear to those involved and will be awarded to the best overall taste.

The Best Use of Food Rescue Item(s) will be awarded to the Chef who uses the commonly rescued food(s) in the best way, highlighting or featuring the ingredient itself.

MANDATORY INGREDIENT LIST *NEW*

Certain foods end up in a landfill more often than others. Most suffer from speedy perishability or from impossible industry aesthetic standards that cause grocers to reject them. We hope to draw attention to these common foods and creative ways to make them delicious this year- but we need your help.

Please select at least one item from the list below to feature in every dish you submit for the competition. This is non-negotiable! Creativity and use of the ingredient(s) will be considered heavily in judging. While creativity is encouraged, you must include at least one item from this exact list, in each dish, to be qualified for awards.

- *Potatoes, carrots*
- *Bread, rice, breakfast cereals*
- *Apples, bananas, peaches*
- *Raspberries, strawberries, blueberries, blackberries*
- *Ground meats*
- *Sliced deli meats*
- *Fish, seafood*
- *Bone-in Chicken wings*
- *Bone-in Pork chops*
- *Leafy salad greens, avocado*
- *Kale, broccoli*
- *Mushrooms, corn on the cob*
- *Tomatoes*
- *Milk, Cheese*

For example, an acceptable use of carrots would be selecting regular orange carrots, or purple carrots, or rainbow carrots, or parts of the carrot like skins and green carrot tops. A non-acceptable use of carrot: produce that are related, but not carrots specifically like celery, turnips, fennel seed, parsley, parsley root, radishes, or other umbelliferon. Have questions? Call or text Alyssa at 845-476-1290

OUR OBLIGATIONS TO YOU

Our commitments to you can be best summarized as: better-than-average event marketing and the friendliest day-of event volunteers you can find. We care greatly for you and your interest in our event. Restaurants are the daily food engine of any community but, in Greenville, the restaurant industry is part of what defines our town and our food rescue work.

We wanted to bring more recognition to you for your participation in TOU and we worked to secure grant funds specifically to assist in advertising this year. We secured \$10,000 for search engine advertising (only) and the first restaurants to provide their Chef's biography and images to us will receive the most "eyes on" these ads.

Recognition & Strategic Marketing

Before event

- Inclusion on all our social media channels, our website and all digital advertising, including TV & radio
- Two tickets to the tasting event for your guests, and four staff passes
- Chef/restaurant feature on TOU social media
- Chef/restaurant featured in search engine advertising *NEW* (worth \$10,000 total)
- Chef/restaurant featured in TOU marketing emails* (sent to over 2,000 friends)
- If Chefs provide their dish name to TOU staff we will ensure that another Chef does not make the same, or very similar dish

During event

- Having your food tasted by up to 400 local foodies/potential new customers
- Opportunities to deepen relationships with current customers
- Networking and competing with peers
- Live, digital recognition on all screens
- Verbal recognition, even more if you are crowned a winner
- Biography and chef photo featured in event program & restaurant directory *NEW*

After event

- Food rescue services
- Recognition as a partner in our annual impact report *new*

Event Support

- Loaves & Fishes volunteers to plate or serve, 2 per chef
- Plates, bowls and utensils for serving
- Two, 6-foot tables and black linens for prep and service

YOUR OBLIGATIONS TO US

- Provide Chef photo(s), biography by March 26th
- Attend the Chef venue meeting on March 26th
- Provide sampling size portions of your select dishes to serve 250-270 guests, each.
 - All dishes must use of a commonly rescued food item (see mandatory ingredient list)
- All necessary equipment to prepare and store food
- Arrival at event location by 10:00am on April 16th 2023 for set-up.

EVENT PROGRAM & RESTAURANT DIRECTORY *NEW*

The TOU printed event program is traditionally a massive 30 page hand-held booklet that is used only for the 3 hours of our event. While we can't be certain, we are pretty sure that no one but us looks at it, ever again. Considering what a necessary and large expense it is, we would like it to live longer and work harder—and we thought, “let's leverage this to draw more attention to our restaurant partners!”.

Typically, the booklet had a one page, full color ad for you, and each of the other restaurants; one page each to our sponsors ads, and other lists of people to recognize or thank, and tons of other partner recognitions. It is packed in the 30 pages very tightly, and this year we thought we would put a different spin on the program by expanding it strategically. It would be a physical reminder of how tasty your food is and help them to follow through when they exclaim “this is so good, honey, we should go here for our anniversary!”.

We want you to 2023's event program booklet will have these new additions:

- A restaurant directory of all of Greenville's current restaurants, with larger, full color listings dedicated to you, our closest friends, to include your address, website and phone number and your top-priority, branding message.
- Lined notes pages for food and wine notes from the TOU event dishes, or any dishes!
- Lined notes pages with food inspirations and quotes from you about your restaurant or food rescue
- Plenty of blank lined note pages in between content.

Or maybe you have another idea for something you'd like to include? We love new ideas and hope you will reach out and tell us all about yours.



TASTE OF THE UPSTATE 2023 RESTAURANT AGREEMENT

Deadline to submit contract: March 16, 2023 [SUBMIT ONLINE](#)

Please provide answers to all 10 fields so that we may serve you best.

1. Restaurant Name: _____
2. Chef's Name: _____
3. Contact Name and Title: _____
4. Business Phone: _____ Cell: _____
5. Email: _____
6. Social Media / PR Contact Name: _____
7. Social Media / PR Contact Email Address: _____
8. We will attend and provide samples for 250-270 participants on Sunday, April 16th, 2023. Yes No
9. We need assistance covering food costs for this event? Yes No

10. Are you an overachiever? In addition to, or in lieu of, our participation as a sampling restaurant, we would also like to:

- _____ Promote the event on our website, social media, and in the restaurant.
- _____ Be listed in the 2023 Loaves & Fishes Restaurant Directory (available at event)
- _____ Donate a gift card valued at \$50+ for the silent auction.
- _____ Donate a food-themed silent auction item or experience.
- _____ Please pick-up @ Restaurant -OR- _____ We will deliver to L&F HQ by 5/24/23

Item ideas	<i>Guaranteed reservations for specific, popular days (brunches, tastings, events, etc.) Chef's favorite foods (spices, cheeses, wines, etc.) or favorite tools (knives, spoons) Copy of the cookbooks, albums, or memoirs that inspired the Chef or owner</i>
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Experience ideas	<i>Meet-and-greet with Chef, Catering discounts, Menu or pairing suggestions Private tastings, Use of event spaces, VIP Club membership Custom recipe development, "Ask a chef" recipe or technique lesson</i>
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By signing below, we are committing to participate in the Loaves & Fishes Taste of the Upstate event on Sunday, April 16th, 2023.

Restaurant Rep. Date

Loaves & Fishes Rep. Date

Email form to naomi@loavesandfishesgreenville.org or fax to 864-232-7722.

Promotional opportunities begin immediately upon receipt of signed agreement.