



101 Doe Mountain Lane | Macungie, PA 18062 | www.bcmountainresort.com

Bear Creek Mountain Resort will be hosting a two day Spring Wine and Food Festival on April 14th and 15th, 2012. The Spring Wine and Food Festival will feature seminars, classes, live music and two days of wine sampling & sales, as well as a Gourmet Wine Dinner on Friday evening. **We would like to extend an invitation for you to participate** in this special event and hope that you fill out and return the enclosed vendor information by March 16th. Vendor space will be filled on a first come first serve basis. Please indicate your desire for Saturday, Sunday or both days. Wine by the bottle can be sold on both days, please note that sales are bottles only, not by the glass.

Bear Creek hosts two Wine Festivals annually where we consistently draw over 800 attendees. Our festivals are heavily promoted and are always our best-attended events of the year. Our Wine Festivals are a staff favorite as well. We enjoy working with regional wineries, crafters and specialty food vendors because your passion and enthusiasm shines through and makes the event fun and informative for everyone involved.

As a vendor at our Spring Wine and Food Festival you will have a dedicated area that will include 3 tables and electricity if needed. You will have the assistance of our staff throughout the day to help with set up and break down as well as ice runners and wine runners to our designated wine and cheese check area. In addition each vendor will receive a complimentary lunch and commemorative wine glasses for your staff. We will also offer discounted hotel rooms for vendors in our hotel if needed. **There is no vendor fee for this event.** All that we ask is that you provide free samples of your product for our guests to sample.

Please note we have expanded to a 2-day event and you will need to indicate your preference of day(s) at the event. For the first time we will be hosting the Grand Tasting on Saturday and Sunday will be the Gourmet Tasting and specialty seminar day. **NEW THIS YEAR:** On Saturday we will be asking our guests to rate the wines and the wineries at the event. Guests will be judging on Saturday and on Sunday we will announce the People Choice Awards. This special option will be available to all wineries that request both days of tastings. We would also like to hear from you if you would be interested in conducting a seminar and your ideas for possible wine seminars. If you have any questions, suggestions or comments please feel free to call or email us.

Thank you,

Gary Kline and Tracy Hausknecht
Bear Creek Events
garyk@bcmr.com tracyh@bcmr.com
610-682-7100 ext. 495



Bear Creek Wine Fest Application for Wineries, Food, Crafts and Vendors

Please print neatly or edit in Word and send back by email or fax.

Name of Company

Type of Service

Contact Name

Contact Phone

Email

Address

Brief description of types of Wine/Food/Craft Product that you create as well as a description of samples to be provided at the event:

Please circle your preferences.

Space will be allotted on a first come, first serve basis, deadline is March 16, 2012

Wine Vendor:

Saturday April 14: Grand Tasting 1-5PM

Sunday April 15: Gourmet Tasting 1-5PM

I am interested in conducting a seminar:

Wine vendors will need to apply for a 2 day license if selling wine on both days. We are located in Longswamp Township, Berks County.

Food and Craft Vendors

Saturday April 14: limited indoor space 1-5PM

Sunday April 15: outside Farmers market venue 1-5PM

I am interested in conducting a Seminar:

Food Vendors please include a copy of your PA health license.



Bear Creek Spring Wine and Food Festival Application Continued

Terms and Conditions of Application

Vendor must provide:

- 1. Logo for Promotional Purposes (full color and a one color/black & white, high res.)
- 2. Wine/Food for tasting and employees to serve samples (if applicable)
- 3. Table linens
- 4. Rinsing Pitchers (for Wine Vendors)

Bear Creek will provide:

- 1. Reserved space for winery set-up with three tables and chairs
- 2. Advertising/Promotion of festival
- 3. Tasting glasses
- 4. Lunch for vendors
- 5. Ice (for wine vendors)
- 6. Wine & Cheese Check service

Contact Signature: _____

Date: _____

*Area below to be filled in by Bear Creek Mountain Resort**

Contract Arrived:	Accepted:	Initials:
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Approved:
 Wine Vendor
 Saturday:
 Sunday:
 Seminar

Contract Arrived:	Accepted:	Initials:
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Food Craft Vendor
 Saturday:
 Sunday:
 Seminar