

Battle of the Brews

SONOMA COUNTY 'S PREMIER CRAFT BEER EVENT

April 6th, 2019 - 1pm to 8pm

Grace Pavilion and Hall of Flowers | Sonoma County Fairgrounds

1350 Bennett Valley Rd, Santa Rosa, CA 95404

BattleoftheBrews.com

Event Details

2,000+ attendees | 80+ breweries | 20+ food vendors | Live Music

JOIN US AS A CRAFT CUP FOOD VENDOR!

ABOUT THE CRAFT CUP COOK OFF:

The 2nd annual Craft Cup Cook Off pits restaurants from all over the county to bring their best bite sized dish to this year's Craft Cup portion of the Battle of the Brews. The judges will score each dish in a number of categories, and award a number of different awards to the best of the best.

EVENT DETAILS:

- The Craft Cup Cook-Off competition will be judged on a variety of factors by renowned local foodies. Repeat judges include TV Personality Laurie Figone, Press Democrat food critic Diane Peterson and esteemed local chefs, along with 800 event attendees who cast their votes for the "People's Choice Award"!
- Each restaurant is expected to prepare 300 slider-size sandwich bites for patrons
- Food and labor costs are donated (financial incentive provided – all event proceeds are donated to charity to help underprivileged youth in the greater Santa Rosa area)

INCENTIVES FOR RESTAURANTS:

To offset staffing costs, Battle of the Brews will offer the following incentive for participating restaurants:

- \$100.00 per restaurant (must provide 300 bite sized portions) (\$350 if both the Main Event and Craft Cup)
- Marketing opportunities to a crowd of more than 800 people to build awareness and encourage new patrons at your restaurant, along with recognition on our event website, social media page and marketing materials
- The opportunity to win coveted awards from our judges