

# 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](http://BattleoftheBrews.com)

## Event Details

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

## JOIN US AS A MAIN EVENT FOOD VENDOR!

### ABOUT THE MAIN EVENT:

*Our 2019 event marks the 24th year of the People's Choice Main Event. Last year, the Main Event had a sellout crowd of more than 2,300 people, and event organizers predict another well-attended event in 2019! All proceeds raised from Battle of the Brews go directly to helping children in need in Sonoma County.*

### EVENT DETAILS:

- More than 2,000 patrons will have the opportunity to vote for the "People's Choice Award" for the best food of the day!
- Each restaurant is expected to prepare *at least* 500 servings
- Food and labor costs are donated (financial incentive provided – all event proceeds are donated to charity to help meet unmet needs of children 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:

- \$200.00 per restaurant (must provide *at least* 500 servings) (\$350 if both the Main Event and Craft Cup)
- Marketing opportunities to a crowd of more than 2,000 people to build awareness and encourage new patrons at your restaurant