



11th Anniversary

Worcester's Best Chef Competition

Sunday, January 28, 2018

4:00-8:00 pm

October 2017

Good Day Chef,

The 11th Annual Worcester's Best Chef "*Best of the Best*" competition is taking place on Sunday, January 28, 2018 at historic Mechanics Hall. Last year's event - like the years before - was sold-out with a capacity crowd. For 2018, we expect yet another 1,200 excited foodies to visit our talented chefs.

Quick Overview:

- WBC2018 is scheduled for Sunday, January 28, which is a bye-week for football.
- Competing chefs are all finalists or winners at previous WBC events over the last 9 years, as well as newcomers who are bringing their "A" game.
- The first hour will be VIP and be limited to 350 guests who want to have quality face-time with chefs. VIP will have a dedicated relaxation room this year, and sparkling wine will be served upon their arrival.
- Beer, wine and spirits tastings will take place throughout the night.
- We have a full marketing calendar for excellent exposure on radio, newspaper, TV, websites and social media.
- We are adding more detail this year about the event to both our website and our Facebook pages.
- Table tents and posters will be delivered to help you promote this event.
- Winners will be given a Winners banner to display at their location following the event.
- At least 3 culinary high schools will be competing with each other at WBC2018, and those students will be available to assist and shadow chefs during the event. Last year, \$8,000 was awarded to these students at WBC2017.
- You will receive more detailed instructions in the upcoming month.
- The word is out and we have already received applications for WBC2018. Chefs are being assigned places in the floor plan on a first-come, first serve basis. We strongly urge you to register now to secure your spot on the floor, as well as lock -in FM radio and TV interviews.

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Sunday, January 28, 2018
4:00-8:00 pm

Competing Chef's Name & Restaurant/Associated

Facility: _____

Title (Chef/Owner, Executive Chef, Sous Chef, etc): _____

Full Address of

Restaurant/Facility: _____

Cell phone

_____ email: _____

Your Bio/Experience for Marketing

Purposes: _____

The Competition: Both a Judges' Choice and The Peoples' Choice Awards will be given and the title of the 2018 Worcester's Best Chef Champion will be awarded to the winner of the Iron Chef round.

You will need to schedule most of the day to be at the event and you will be given four additional passes to the competition, which you may use at your discretion – for helpers and/or for owners. The presentation to the Judges takes place over the course of the day and the public portion of the event begins at 4:00pm. We suggest that you bring 750 bite-sized portions for the public part of the event. You will need to plan on serving food until **8 pm** and we ask that you do not begin any break-down of your booth until **8 pm**.

TV and Radio Interviews and Booth Assignments are Issued on a First-Come Basis.

Four \$25.00 Gift Cards (your entry fee) will be raffled to guests in an effort to drive business to your restaurant.

Scan and email this application by **October 31, 2017** to

Domenic Mercurio, event coordinator:

Domenic@MercuryMediaLLC.com

Or call 508-479-1171

WorcestersBestChef.com

We hope to see you at the 11th Anniversary Competition!

Best Regards,

Domenic Mercurio, *producer*

Traci Parath, *event manager*

John Lawrence, *chef liaison*

Nino Giamei, *registration captain*