

VERITAGEMIAMMI

PRESENTED BY  City National Bank
Bci FINANCIAL GROUP

EAT
DRINK
UNITE

SHOWCASE YOUR CULINARY TALENTS AT VERITAGEMIAMMI



As Culinary Curator of this year's VeritageMiami, I am fortunate to be able to hand-pick local restaurants to be part of two top events in October. I would be delighted if your restaurant participated in the Craft Beer Tasting or the Fine Wine Tasting – or both! These events, and others throughout VeritageMiami's four-day run, attract

thousands of charitable local food-and-drink enthusiasts. And it's all for a good cause: VeritageMiami benefits United Way of Miami-Dade and has raised more than \$12 million over the past 21 years.

The **Craft Beer Tasting** will draw an impressive audience to Wynwood Walls on **Wednesday, October 5**. We expect 1,000 guests to taste upward of 100 craft beers from local, national and international breweries, and we will spotlight our best local restaurants offering samples of their creations. We're bringing in young professionals who are foodies and brew lovers, social media-savvy and eager to discover new beer and food combinations. It has quickly become one of VeritageMiami's most popular and fun nights.

The **Fine Wine Tasting** at the Shops at Merrick Park on **Thursday, October 6**, will showcase about 400 wines from more than 70 producers, plus dozens of top local restaurants serving samples of their dish. We expect 1,400 people to attend. This is a crowd of locals who are in touch with South Florida's vibrant dining and wine scene. When they enjoy themselves, they tell their friends

about VeritageMiami and the wines and restaurants they discovered.

As you know, South Florida's culinary landscape and its culinary tourism are thriving. The region is one of the top five wine markets in the country, and the craft beer scene here is bursting at the seams. The combination of those factors, in tandem with VeritageMiami's history of well-run, highly attended events, equals excellent exposure and a beneficial experience if you choose to participate, which I hope you will. I know that you're asked to do events – even charitable ones – quite frequently, and what a tax it can be to donate time, labor and product. I wouldn't sign on to this committee unless I believed in the organization, its mission and the quality of its events. And I wouldn't be asking you to be a part of this unless I really, really loved your food. Thank you for considering being a partner in VeritageMiami. It's going to be the best one yet – and I can't wait to celebrate with you.

Cheers,
Evan S. Benn,
Editor in Chief of INDULGE
VeritageMiami Committee, Culinary Curator



BENEFITS OF BEING A RESTAURANT TASTING STATION AT VERITAGEMIAMMI

This event provides you with the opportunity to showcase your restaurant to food enthusiasts, and offers unique marketing opportunities. Participants are featured on the event's website, its social media channels, marketing pieces, and press releases. By participating, your restaurant supports United Way of Miami-Dade and our South Florida community, while enhancing its overall reputation with employees, customers, business partners and other stakeholders, making a powerful statement about your community involvement.

DETAILS:

Complete attached form (or electronically at www.veritagemiami.com/trade). Submission deadline is September 2. To participate, we request 1,000 tasting portions to be served, and one auction lot (suggestion: dinner for four). Detailed Logistics information will be shared prior to event.

Direct questions to:
Maria Elena Rivera
Phone: 305.646.7105
riveram@unitedwaymiami.org

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All events, prices, personalities, performances, venues, dates and times are subject to change without notice. No refunds or exchanges – rain or shine. No one under 21 will be admitted. Please drink responsibly.

RESTAURANT REGISTRATION FORM

Deadline for submissions: Friday, September 2, 2016

You may also submit your participation electronically at www.veritagemiami.com/trade

RESTAURANT NAME _____ CHEF _____

CONTACT PERSON _____

PHONE _____ EMAIL _____

RESTAURANT ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

RESTAURANT PHONE _____ FAX _____

PROPOSED TASTING DISH - 1,000 PORTIONS _____

DONATION ITEM FOR AUCTION _____

My restaurant will be part of:

- CRAFT BEER TASTING at Wynwood Walls • Wednesday, October 5, 2016
- FINE WINE TASTING at Village of Merrick Park • Thursday, October 6, 2016
- Both Tastings

Please check all that apply:

- 6-foot table with linen and back table
- Disposable plates, napkins and utensils
- Plastic shot glasses
- Electricity (_____ volts)
- Ice
- Extension Cord

Please send the following to Maria Elena Rivera at riveram@unitedwaymiami.org or fax by September 2, 2016*:

- This completed form
- Restaurant logo, along with chef's photo (both high resolution) and a paragraph about restaurant or chef
- Auction donation

If you have any questions or special requirements, please contact:

Maria Elena Rivera
United Way of Miami-Dade
Phone: (305) 646-7105
Fax: (305) 646-7105
riveram@unitedwaymiami.org

**All entries and information received after September 2, 2016 may not be added to the event booklet due to printing deadlines.*

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE WITHIN THE STATE: 1-800-HELP-FLA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. 100% OF ALL CONTRIBUTIONS RECEIVED GO TO BENEFICIARY ORGANIZATION. REGISTRATION NUMBER FOR UNITED WAY OF MIAMI-DADE: SC-00630.

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