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You Are Invited To Participate In The  
13<sup>TH</sup> ANNUAL TASTE OF MIDDLESEX 2010

The Edison Chamber of Commerce would be honored if you participate in the 2010 Taste of Middlesex event. You are one of the selected invitees to be part of this grand culinary event. The event is so popular that people from Middlesex and the surrounding counties buy tickets early to guarantee admission to taste foods and fine wines from establishments in Middlesex and the nearby counties. An added attraction this year will be the chili cook off by the Edison Police and Fire Departments!

Date: Monday, March 22, 2010

Location: The Pines Manor, 2085 Lincoln Highway (Route 27 South), Edison, NJ

Event Time: 5:30 – 8:00 p.m.

Set Up Time: 2:00 – 5:00 p.m. You must complete set up by 5 p.m.

Fees: No charge for restaurants, caterers, beverage distributors.

Between 300 and 400 hundred people are expected to attend. You should be prepared to offer taste-size servings for 250. Every attendee will not taste every item from the anticipated 30-40 stations. Just think about all these POTENTIAL NEW CUSTOMERS we are bringing to you!!

You will need to provide ready to serve samples for 250 people, bring serving/chaffing dishes, plastic glasses if you need a container other than a flat dish, carving station, sterno and other approved equipment to keep food warm or cold, a minimum of two servers, your company's promotional material, menus, coupons, etc. For your own protection, please list the ingredients in your food sampling to avoid any allergic reactions by guests. The host provides the skirted table, linens, forks, knives, spoons, plates and waste receptacles. Electricity is available with advance notice.

Event and participant publicity will be conducted by the Edison Chamber including website, posters and printed ad exposure. You are encouraged to promote your own establishment's participation with your own customers, in your advertisements and on your website.

To assure safety and compliance regulations with local ordinances, methods and equipment will require approval by the Pines Manor and the Edison Fire Department. With advance notice, we can provide culinary students to help you with unloading, set up, clean up and serving.

We sincerely hope you will want to showcase your culinary creations at the 13<sup>th</sup> Annual Taste of Middlesex on March 22, 2010. To ensure your space, please sign and return the enclosed commitment agreement. If you know now what you want to serve, please indicate that on the form. We want to avoid too many of the same items. Please call the office with any questions.

Irene Stolte, Chair  
New York Life Insurance

Barbara C. Roos  
Edison Chamber of Commerce