



PRESENTED BY:



Celebrate Dining in Stockton!

The **Great Stockton Asparagus Dine Out** invites ALL local foodies and families to enjoy delicious dishes prepared with locally grown asparagus by featuring asparagus related menu items at participating restaurants throughout Stockton.

The **Great Stockton Asparagus Dine Out** was created by the Stockton Conference & Visitors Bureau, following our successful annual Stockton Restaurant Week, to showcase locally grown asparagus and its use in local cuisine! Farm to Fork and Eat Locally Grown campaigns highlight the importance of eating fresh locally grown produce. Local growers will work with local restaurants to provide the freshest locally grown Asparagus to their kitchens. Our most famous locally grown spear may be featured in appetizers, entrees, desserts and drinks!

Here's the Info:

- Date:** April 1- 10, 2011
- Time:** Lunch and/or Dinner
- Place:** Your Restaurant
- Cost to Diners:** Your Choice! You may offer entire meal specials or ala carte pricing. Three course set price menus welcome too. You create it and we'll promote it as long as it includes locally grown asparagus!
- Restaurant Cost:** **Registration:** **FREE** for past Stockton Restaurant Week and Asparagus Dine Out participants; \$25 for new Restaurants.
Deadlines: February 18, 2011 - For opportunity to be included in advanced marketing and promotions. March 25th: Final Deadline to participate.
- What You Can Get:**
- A cooperative marketing and public relations campaign highlighting the event
 - Media Exposure to new customers.
 - Participants will have a listing featuring their special offering that links directly to their website.

Official Site: www.DineOutStockton.com



Event Marketing & Promotion

Online Promotion: Aggressive online promotion that includes the regions best websites.

Social Media Efforts: including Twitter, Facebook, Yelp, and Local Food Blogs.

E-mail: Multiple announcements will go out to partner and media databases throughout San Joaquin County.

Collateral Materials:

- Participants will receive postcards and posters to promote the **Great Stockton Asparagus Dine Out**.
- Email graphics to send to your customer base to promote your specific Dine Out promotions.
- Upon request we can provide Dine Out logos, web banners and artwork to create additional promotional materials.

Public Relations/Promotion: Aggressive Multiple Press Releases and Promotional Campaigns continually in the works to promote the Dine Out to local media outlets. Last year's media coverage included local television, magazines and a feature in the Record.

Website

DineOutStockton.com is the official site for the Event!

Each participating restaurant will be listed in the Dine Out website. Listing will contain menu offering(s), location, phone number and website link.

Contact

Wes Rhea • Stockton Conference & Visitors Bureau • 445 W. Weber Avenue # 220 • Stockton, CA 95207 • 209-337-2721 • wes@visitstockton.org

SAVE THE DATE:

**The Stockton Asparagus Festival
will be held in Downtown
Stockton, April 15-17!**



FAQ's

What do I get for my participation?

All of the public relations efforts will be done for you through various Stockton and San Joaquin County media outlets. You will also be provided the event creative materials if you want to do your own additional marketing campaigns.

Who can participate and for how much?

Any restaurant with a Stockton address. This year's event is again FREE.

When is it?

The **Great Stockton Asparagus Dine Out** is coming April 1st - 10th, 2011.

What type of dishes can we offer?

The goal of the **Great Stockton Asparagus Dine Out** is to showcase locally grown asparagus. You can do that any way you wish...but you are encouraged to be creative. You are not restricted to just one offering, so you can use it in appetizers, entrees or desserts. Any way you wish!

In 2010 we saw: Asparagus Pasta, Garlic Asparagus, Asparagus Cheddar Rolls, Deep Fried Asparagus, Asparagus Beef Wrap, Asparagus Saute, Asparagus Mashed Potatoes, Grilled Asparagus, Asparagus and Bacon Pizza, Tempura Asparagus Roll, Rice and Asparagus Pudding, Asparagus Bisque and Asparagus Margaritas.

Do customers need tickets?

No tickets or passes are required for the **Great Stockton Asparagus Dine Out**.
Diners simply dine out at as many participating restaurants as they wish during the event!

How do restaurants purchase locally grown asparagus?

We recommend purchasing your locally grown asparagus directly from the grower. Last year, both Zuckerman Farms and Victoria Island Farms provide top quality local asparagus to restaurants. Here's is their contact info, Roscoe at Zuckerman Farms, (209) 603-0356 and Steve at Victoria Island Farms, (209) 465-5600.

How do I sign up my restaurant?

Restaurant Owners/Operators in Stockton that want to participate in Stockton's most anticipated spring event can complete the attached form and fax to 466-5271 or call Wes @ 337-2721.



2011 Asparagus Dine Out Sign Up

First/Last Name: _____

Title: _____

Contact Name (if different): _____

Restaurant Name: _____

Restaurant Address: _____

City and Zip: _____

Restaurant Phone: _____

Website: _____

Contact Email (main contact - must have): _____

Featured Asparagus Menu Item(s)/Special Pricing: _____

Can you provide a chef for on-air television cooking demos (Sacramento)? _____

Have you participated in a past Stockton Restaurant Week/Dine Out event? _____

New restaurants will be required to pay a \$25 fee to participate.

Sign: _____ Date: _____

Address questions to wes@visitstockton.org

This form may be mailed to: Stockton CVB, 445 W. Weber Ave # 220, Stockton, CA 95203 or faxed to 466-5271. *Menu information may also be emailed to wes@visitstockton.org.*

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