



UNITED WAY MIAMI
WINE & FOOD
F E S T I V A L

We are pleased to invite you as a participant in the United Way Miami Wine & Food Festival's Best in Glass Month

In January at the Best in Glass Wine Challenge top sommeliers from South Florida gathered to evaluate over 250 wine entries submitted for blind judging. The Challenge awarded 26 gold medals, creating a group of stunning wines that carry a unique cachet for pouring by the glass in your restaurant. During Best in Glass Month, March 12 – April 18 2012, the winning wines are featured at elite restaurants throughout the community. We would like to invite your restaurant to participate in this month-long event, at no cost.

Best in Glass Month | March 12 – April 18, 2012

Restaurants participating in Best in Glass Month receive a considerable amount of publicity, and in exchange agree to feature two or more of the Gold Medal winning wines as by-the-glass pours during the month leading up to the Miami Wine & Food Festival. Your wine choices will be highlighted in print and broadcast media and on the Festival's website, driving festival fans and potential new customers to your restaurant to sample these acclaimed wines.

Benefits to participating restaurants

- Best in Glass Month will generate visibility, increase traffic to your restaurant and enhance your image and bottom line as a partner of the United Way Miami Wine & Food Festival -- at **no cost to you**.
- Featured in a series of ads in The Miami Herald and Miami New Times, among other publications.
- Included in e-mails to an audience of more than 30,000 recipients.
- Restaurant name, chef, and web link featured as a Best in Glass participant on the United Way Miami Wine & Food Festival website
- Included in calendar listings, Festival partner emails, newsletters and other local media outlets
- Mentioned on the Festival's social media outlets
- By participating in Best in Glass Month, your restaurant will support United Way of Miami-Dade and our diverse South Florida community, while enhancing its overall reputation with employees, customers, business partners and other stakeholders, making a powerful statement about your community involvement in South Florida.

About the Best in Glass Wine Challenge | January 8 and 9, 2012 Part of the United Way Miami Wine & Food Festival, this two-day full scale graded wine tasting competition was held at Miami Culinary Institute January 8 & 9, 2012 and was judged by 18 of South Florida's top sommeliers. Following their blind tasting, the sommeliers graded the wines and awarded the top entrants gold, silver or bronze medals. List of winners can be found at <http://miamiwinefestival.org/media/#news-releases>.

About the United Way Miami Wine & Food Festival | April 18 – 21, 2012 The annual United Way Miami Wine & Food Festival brings together food and wine lovers for a Best in Glass Wine Challenge, Best in Glass Month, and a four-day festival which includes tastings, dinners, top sommeliers, notable chefs, prestigious wineries and winemakers, breweries and impressive auction lots, all to benefit the South Florida community. Now in its 17th year, the United Way Miami Wine & Food Festival has raised more than \$10 million for charity.

If your restaurant is interested in participating please complete the **Restaurant Participation Agreement by Monday, March 5, 2012** – the earlier you confirm, the earlier we can include you in our media campaign. If you do not have a copy of the registration form, visit www.miamiwinefestival.org

For more information contact Sandra Rodriguez at 305-646-7195 or rodriguez@unitedwaymiami.org.

Good food. Good wine. Good will.
www.miamiwinefestival.org

All proceeds to benefit





UNITED WAY MIAMI
WINE & FOOD
FESTIVAL

Best in Glass Month (March 12 – April 18, 2012)

Participation Agreement

Sommelier/Wine Director/Restaurant Manager _____

Restaurant name _____

Chef name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

By signing this agreement, my restaurant agrees to participate in the Miami Wine and Food Festival's Best in Glass Month from March 12 to April 18, 2012, where up to two of the award winning wines from the Best in Glass Wine Challenge will be featured. I understand that in conjunction with this promotion, I will be asked to display materials associated with the Best in Glass Month before and throughout the duration of Best in Glass Month.

Name _____ Title _____

Signature _____ Date _____

If you have any questions, please contact:

Sandra Rodriguez at rodriguez@unitedwaymiami.org or (305) 646-7195.