



18th Annual Taste Around Avalon FACT SHEET

Date & Time

Thursday, May 30th, from 5:00 pm to 9:00 pm. The event will kick off at 5pm at Wrigley Stage with a brief welcome and introduction from Love Catalina Island.

How it Works

- Guests will purchase a Voting Card and then stroll through Avalon to visit each participating establishment to sample their "Tastes". In the past there were approximately 800+ "Tasters" overall.
- Voting Cards will be available for advance purchase at the Love Catalina Visitor Center on the Green Pleasure Pier Wednesday, May 29th for **\$2 per card**. **Voting Cards will also be available for purchase at the Visitor Center the day of the event, or at the Love Catalina table on Wrigley Stage during the night of the event for \$3 per card.** Once guests have sampled *at least 15 "Tastes"*, they are eligible to vote for their favorite(s).
- Please be sure to VALIDATE each person's card in the "Validate" box (located on the left side of the card next to your business name) with a stamp/punch or initials.
- Participating businesses may charge guests \$1 or \$2 per "Taste", or offer "Tastes" for free. You may offer up to 3 different "Tastes" in the food category, and one "Taste" each in the cocktail, drink without alcohol and dessert categories.
- "Tastes" should only be given to those with an official Voting Card. If a "Taster" stops by your establishment without a Voting Card, please direct them to Wrigley Stage to buy one.
- Voting Cards may either be turned in at the last establishment visited, or at the Love Catalina table at Wrigley Stage by 9pm the night of the event. **We are encouraging people to drop them at the stage.**
- The establishment with the most votes for **"Best Taste of Food"**, **"Best Taste of Drink, with alcohol"**, **"Best Taste of Drink, no alcohol"** and **"Best Taste of Dessert"** will each be awarded \$100 and a certificate of recognition!

PROMOTE YOUR BUSINESS!

Be creative – use this opportunity to promote an existing coupon/offer or create something new that you can hand out to guests during the Taste Around. **The idea of Taste Around Avalon is to offer a small "Taste" of what you have in order to encourage return business!**

Questions? Contact Love Catalina Events Manager Janet DeMyer: janet@lovecatalina.com.