



2025 Roasting Contract

register online
BeefARama.com

Roasters agree to Roasting Contract
at time of registration.

\$50 for Businesses/Organizations (not
Individuals) located within the
townships of Minocqua, Woodruff,
Arbor Vitae, & Hazelhurst

\$100 for Businesses/Organizations or
Individuals NOT located within the
townships of Minocqua, Woodruff,
Arbor Vitae, & Hazelhurst

MINOCQUA
AREA VISITORS BUREAU

8216 Highway 51 South, Minocqua, WI 54548
(715) 356-5266 keri@minocqua.org

Minocqua.org

- 1.** The Vendor ("Roaster") shall not transfer or assign all or any part of their location ("Stall") to any other person, nor permit the location to be used by any other person or organization. All Stall placements are final and will be shared prior to the event.
- 2.** Cooking may begin prior to 7AM the day of the event on the sidewalk and/or in the parking space directly adjacent to assigned Stall space. Roasters must be ready to move into Stall on Oneida (Main) Street space no later than 7AM (before the Oneida Street closure). Latecomers will not be allowed to set up. Vehicles must be removed prior to the 7AM road closing.
- 3.** You may only cook and share the Roast provided by Minocqua Area Visitor Bureau ("MAVB"). You must cook your Roast at the event. Marinating or pre-seasoning of the Roast is permitted prior to the event, but it may not be cooked in any way before Saturday.
- 4.** You **must** be in your Stall and ready for the Official Judges to taste your Roast at your designated Judging time, which will be given to you prior to the event. **No exceptions.**
- 5.** Fully cooked Roast Samples **may** be shared with attendees. See Temporary Food Service Guidelines link on BeefARama.com Roasters page for Samples and Snacks. Samples and Snacks must be individually served with single-serve utensils and no bare hand contact. Include a waste receptacle for single-serve utensils.
- 6. Absolutely no sales** are allowed from Stalls. Roasters may offer free games, giveaways or MAVB approved activities. The only exceptions to the no-sales rule are:
 - 6a.** Raffle tickets sold by and for non-profit organizations who are also Roasters, authorized by MAVB. Individual or Business Roasters may not sell raffle tickets on behalf of a non-profit organization.
 - 6b. Authorized merchandise** by those who have purchased a 2026 Beef-A-Rama™ Trademark Usage Agreement from MAVB. Contact MAVB for more information about Trademark Usage Agreement.
- 7. DO NOT GIVE AWAY ALCOHOL TO ANYONE.** You do not have town approval, nor do we have a picnic license to allow this. If you consume alcoholic beverages in your Stall, please be discreet. If this rule is not followed, law enforcement may become involved and take enforcement action; nobody wins in this situation.
- 8.** Stall tear down may begin at 4PM. Oneida Street reopens to vehicles at 5PM. All tents and materials must be taken down and set in a parking space near the curb if not already removed by 5PM. Do not tear down before 4PM unless time does not permit you to have the road clear.
- 9.** All Roasters are responsible for their own garbage removal. A map of dumpsters will be provided. Take all garbage directly to the dumpsters – **NOT** garbage cans. Place all hot coals in the appropriate receptacles provided – **NOT** garbage cans.

BEEF-A-RAMA™ 2025 Roasting Contract

Company, Organization, or Individual Name

☐ **\$50 In Area Business or Organization**
within Minocqua, Woodruff, Arbor Vitae, Hazelhurst

☐ **\$100 Out of Area Business or Organization; or Individual**
*not within Minocqua, Woodruff, Arbor Vitae, Hazelhurst;
or Individual (even if residing In Area)*

Roasting Category ☐ **Wood/Smoke** ☐ **Charcoal** ☐ **Gas**
limited to 15 Roasters per category; first come, first served

Contact Name

Address

Phone

Email

Name of Chef

Website or Social Media Link

Stall Location Preference (not guaranteed):

☐ Reserve additional 10' x 10' space (for total of 10' x 20')

If including an Event Enhancement (activity, game, giveaway, etc), describe here:

If serving a Snack, describe here:

☐ I am interested in creating and selling Official Beef-A-Rama™ 2025 apparel/merch.
Contact me with more info and 2025 trademark agreement.

☐ I have read and agree to the Roasting Contract.

Print Name

Signature

Date

Payment due at time of registration.

Beef roasting is the heart of this event!

ROASTER That's you! A Business, Organization, or Individual responsible for setting up and decorating a Stall and cooking the provided beef Roast with your own grill.

ROAST 10lbs of delicious USDA Choice Inside Top Round Roast beef provided by Trig's, to be cooked the day of the event in your Roasting Stall. Roasts will be available for pickup from the Visitors Bureau prior to the event to be pre-seasoned or marinated.

ROASTING CATEGORY Cook your Roast with Wood/Smoke, Charcoal, or Gas. The method must be chosen at time of application and cannot be changed. Each Category will be officially judged and awarded "Top All 'Round" trophies for 1st, 2nd, and 3rd places. Judges score for Roast taste, appearance & texture. Availability of each Roasting Category is limited.

STALL 10 ft x 10 ft assigned space on Oneida Street for the Roaster's tent and grill (you provide). You may request a second adjacent Stall (for a total of 10 ft x 20 ft) to host a MAVB approved activity/event enhancement. **We highly encourage themed decorations and creativity**, as attendees will vote for their favorite Stall. 1st, 2nd, and 3rd place Stalls receive People's Choice trophies, so effort is rewarded! We also strongly encourage you to **dress to impress**.

SAMPLES New this year: Roasters may provide free cooked Samples of Roast to attendees!

SNACK Optional but strongly recommended. The Snack is a secondary food item to accompany your Roast, provided free to attendees until gone. 1st, 2nd, and 3rd place People's Choice Snack trophies will be awarded to winners chosen by attendee votes, so plan to please that crowd!

ROASTING SCHEDULE

FRIDAY 25th

Roast pick-up at the Visitors Center between 10AM-3PM

SATURDAY 26TH

Before 7AM Begin cooking on Oneida St adjacent to Stall

7AM Oneida St closure; setup of Stall in street may begin

9AM Start of event; attendee foot traffic begins

10AM Beer Gardens open

11AM-2PM Official Roast judging at assigned times

2PM People's Choice voting closed

2:30PM Award ceremony, Main Stage

4PM Stall takedown

5PM Oneida St reopens to vehicle traffic



Event Info

**Saturday, Sept 26
2025**

Downtown Minocqua

download the app
BeefARama.com

Maps, Schedule, Voting, Sponsors

MINOCQUA
AREA VISITORS BUREAU

8216 Highway 51 South, Minocqua, WI 54548
(715) 356-5266 keri@minocqua.org

Minocqua.org