

**ORIENTATION
GUIDE**



PRESENTED BY

THE CONCH HOUSE
Marina Resort

SUNDAY, NOVEMBER 3, 2019

12:00 - 4:00 PM

57 Comares Ave
St. Augustine, FL 32080
(904) 829.8646

The Annual Great Chowder Debate



WHAT IT'S ALL ABOUT

Inaugurated in 1984, the Great Chowder Debate is one of the longest-running chowder championships in the country. **Over 30 restaurants** from the St. Augustine area come out every November to donate their chowders and their time in hope of winning first place. The Great Chowder Debate features over **5,000 patrons** and over **2,000 gallons of chowder**, served by some of Florida's best restaurants and chefs. The restaurants compete for the **ultimate chowder bragging rights** by entering their specialty chowders in one of five categories: Minorcan Conch, Minorcan Clam, New England Clam, Seafood, and Non-Seafood. There is also a People's Choice Award voted on by the public. In addition to the delicious chowder, the main goal of the Chowder Debate is to **help raise money for the Big Brothers Big Sisters of St. Johns County**. All proceeds from the festival go toward this goal, and we strive to beat our contribution year after year. Last year we had our biggest turnout ever and **raised over \$30,000**. Come help us beat that this year!



PROMOTIONAL OPPORTUNITIES

This one-day event serves as an unparalleled exposure, marketing, and PR tool for restaurants and chefs who are willing to put their recipes to the test. Throughout the event **thousands of people** will have the opportunity to sample your chowder. This is your opportunity to place menus, coupons, etc. at your booth to keep the name of your establishment in the mind of the public long after the debate is over. Be sure to bring your most enthusiastic friends, family, and staff members to represent you!



Guide for Success

WHAT YOU NEED TO BRING:

- ▶ A friendly staff with big smiles and great enthusiasm.
- ▶ At least 10 gallons of each chowder entered (more if you can). The more chowder you bring, the more money we can raise for charity.
- ▶ Equipment to prepare and serve your chowder: 2 oz and 8 oz ladles, table cloths, warmer/sterno to keep your chowder hot because we are unable to provide electricity. Trash cans.
- ▶ Promotional materials (Menus, coupons, napkins, brochures, matchbooks, stickers, etc.)

WHAT WE PROVIDE FOR YOU:

- ▶ 6' undraped table and 2 chairs
- ▶ 2 oz and 8 oz sampling cups, napkins
- ▶ (2) Event T-Shirts
- ▶ Signage for your Restaurant (8" x 22")
- ▶ A huge chowder-hungry crowd
- ▶ Event posters and promotional materials for pre-event promotion

Choosing Your Chowder Category



Choose One or More!
The more categories you are in, the better chance you have at winning an award!

Setting Up

PARKING

Due to limited space on our site, we ask that only one vehicle per restaurant park in the North Parking Lot closest to the event. Any additional parking needed can be found in our South Parking Lot or anywhere in the neighborhood surrounding The Conch House. There will also be a free shuttle service from the St. Augustine Amphitheater provided by the Red Train Trolleys.

SET UP

Set up starts anytime after **9:00 AM**

JUDGING

Judging will take place at **11:30 AM**, and lasts about an hour. Samples will be gathered for judging during this time, so make sure your chowder is hot and ready to go at **11:30**.

Additional Info

What types of Restaurants Participate?

Restaurants of all types are welcome to participate in The Chowder Debate. You don't need to be a seafood restaurant or even have chowder on your menu to be included. In the previous years we have had close to 30 restaurants come out ranging from Italian, to Irish, to even local deli's. As long as you think you can cook up a tasty chowder and want to join the fun, we will be more than happy to let you join. The more restaurants the better! Below is a list of last year's restaurants. This year, you could be one!



How Does the Voting Work?

Winners in each category are determined by a panel of judges. There will be a 1st, 2nd, and 3rd place award for each chowder category. There will also be an overall best restaurant vote, made by the guests. Guests will be able to purchase ballots to vote for their favorite restaurant. Each ballot costs the guest \$1.00, and each guest may purchase as many ballots as they want. So if you really love someone's chowder, vote for them as much as you can! (Remember all proceeds are going toward Big Brothers Big Sisters of St. Johns County, so the more you vote, the more you give.) Trophies and accolades are presented on the main stage at the end of the day. The People's Choice Winner will be published the following day. Group photos of each winning restaurant will be taken by our show photographer.



Application



RESTAURANT NAME: _____

CONTACT PERSON: _____

ADDRESS: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

TYPE(S) OF CHOWDER ENTERED: (Circle All Categories Entered)

Minorcan Conch	Minorcan Clam	New England Clam	Seafood Chowder	Non-Seafood Chowder
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EVENT GATES OPEN AT 12:00 PM AND CLOSE AT 4:00 PM

DEADLINE :

PLEASE FILL OUT AND RETURN TO THE CONCH HOUSE BY
OCTOBER 15th, 2019 OR APPLY ONLINE AT CONCH-HOUSE.COM/SIGN-UP

**PLEASE HAVE YOUR INSURANCE COMPANY MAIL A CERTIFICATE OF INSURANCE
FOR PRODUCT LIABILITY TO:**

THE CONCH HOUSE MARINA RESORT, 57 COMARES AVENUE, ST. AUGUSTINE, FL 32080

OR FAX TO (904) 829.5414

OR E-MAIL US AT CHIP@CONCH-HOUSE.COM

CALL FOR MORE INFO OR QUESTIONS: 904-829-8646