

## Food Court Overview

### Liaison:

**2016 Chairman: Mario Holguin Day-Lee Foods mholguin@day-lee.com 562-667-7042**

**2016 Vice Chairman: Gary Pogue garypogue13@outlook.com 925-640-9070**

Committee purpose: the Food Court at the WAFC serves as an optimal venue, opportunity, and environment to build brand awareness amid a key retail audience. Additionally, the Food Court serves as a wonderful option en-route and in-between scheduled appointment meetings, for Delegates and Retailers alike.

Step 1: Secure a diagram/footprint of venue space, date, and time info. (schematic example attached).

Step 2: Find out how many persons are projected to dine and go so you'll know how many suppliers to secure and how much product for them to ship and prepare.

Step 3: Put out a full court press on securing donating supplier companies and note sponsors' special serving needs, if any (i.e. electricity, space, food storage & temperature requirements, etc....). Sample letter is attached.

Step 4: Find out the Officer in charge of hotel communication and accommodations for the WAFC as it pertains to the Food Court committee. Make sure the Food Court is advertised on WAFC handouts, SOP, and that signage is dialed. Also, ensure you adhere to any all fire code matters.

Step 5: If Officer & Chairpersons agree, secure a point of contact between donating companies and the hotel staff (generally the hotel's Director of Event Management &/or Head Chef).

\*Sometimes the Officer wishes all correspondence to be done via Chairperson & hotel staff or Officer & hotel staff. Follow the guidance of the Officer in charge.

Step 6: Work with hotel to accommodate supplier company needs, noting that any costs incurred by supplier co. will be their responsibility.

Step 7: Set-up an onsite meet-up amid any and all sponsors that need to use the hotel staff's kitchen and/or Chefs. Also, set-up an on-site meet-up with all sponsors to do a brief run through prior to the event.

Step 8: Provide shipping and labeling instructions to sponsoring companies to ensure product is properly delivered to the venue (example attached--to get this info., check-in with Officer in charge of hotel communication and/or the Leads of Supply Committee, historically Gary Pogue).

Step 9: Ensure suppliers are prepared to handle food preparation, booth set-up, and the serving of their product(s). Also, confirm with Officer in charge that basic dinnerware will be provided (i.e. utensils, napkins, etc.).

Step 10: After all supplies have shipped and been received on-site, meet with the Officer in charge & hotel staff to ensure all items are stored according to sponsor requirements and that they are on the same page concerning event overview (i.e. time, space, tables, electricity, etc.)

Step 11: Inform Ambassadors committee to share word of the Food Court dining opportunity to meeting delegates and retailers alike. AND, ensure signage is up steering folks straight.

Step 12: Have supplier sponsors set-up time according to their food preparation and presentation needs. Use your best judgement to plan set-up and breakdown needs.

Step 13: Send out a "thank you" e-mail to all supplier sponsor companies.