

Taste.™

Glendale's Culinary Festival

2011 Event Recap





Event Information

TASTE. Glendale's Culinary Festival

- Date: Saturday, March 5th, 2011
- Time: 5pm- 9pm
- Location: Murphy Park in Downtown Glendale corner of 58th Avenue and Glendale Avenue
- Benefitting St. Mary's Food Bank Alliance
- Admission: General \$25, VIP \$50
- Entertainment: Big Daddy D & the Dynamites / Calvin Jones / Joe Costello
- Website: www.tasteglendale.com





Marketing Elements

TV:

Michael Bankston booked for Channel 3 to promote TASTE on Monday at 9:50

Segment on Sonoran Living – Live cooking demonstration with participating restaurants and executive Chefs
Cox Cable - TASTE. Glendale's Culinary Festival will be highlighted on 109 commercials airing Tuesday March 1st thru Saturday March 5th on Food Network, Travel Channel, Discovery Channel, Oxygen, ABC News, Bravo, and Cooking Channel...

Radio:

Spots run on The Fan AM 1060 over 2 week span Feb 18th – March 5th (Ticket Promotions)

Spots run on KWSS over 2 week span Feb 18th – March 5th (Ticket Promotions)

Partnership with KYOT 100 commercials over 2 week span Feb 18th – March 5th (Ticket Promotions)

Partnership with Into the Soup 100 commercials over 2 week span Feb 18th – March 5th (Ticket Promotions)

Print Ads:

Glendale Star - Full Color/Third Page issued 2/12, 2/24, 3/5

Peoria Times - Full Color/Third Page issued 2/12, 2/24, 3/5

Shop Glendale Star – Full Color/Third Page issued 2/4, 2/8, 2/24, 3/5

North Valley Magazine – 2 full page full color inside covers during months of December, January, February, March

Arizona Sports & Lifestyle Magazine – 2 full pages full color during months of February and March



Marketing Elements

Online Newspapers and Magazines:

January 3, 2011-March 5, 2011

Yelp.com, Azfamily.com, Azcentral.com, Getoutaz.com, Phoenixnewtimes.com, Showup.com, Metromix.com, Phoenixbites.com, IntotheSoup.com, PR Valley Wide, TASTE Website / HDE Website / City of Glendale Website / Dining Websites /Restaurant Websites

Social Media:

Facebook.com/tasteglendale

Facebook Adversting- Impressions/Click Throughs

Twitter.com/tasteglendale

Grass Roots Marketing:

Poster Distribution: Chartwell's Midwestern University, Blissful Yoga, Guckenheimers / 27th Ave/Yorkshire, Community Pharmacy, ASU Bookstore West, Chartwell's @ Thunderbird, West Valley Hospital Gift Shop, Wigwam Resort, Banner Estrella Medical Center, Which Wich (westgate), Fry's Electronics (31st Ave/Thunderbird), APS, Sugar Daddy Cupcakes, Nrgize Lifestyle Café (83rd Ave & Union Hills), Maui Wowi, Romanellis

Taste™ Glendale's Culinary Festival



Marketing Elements

Taste & Learning
MARCH 5TH 2011

Taste™ Glendale's Culinary Festival

TICKETS ON SALE NOW

www.tasteglendale.com

40 OF GLENDALE'S FINEST RESTAURANTS



Where:
Murphy Park in Downtown Glendale
corner of 58th Avenue and Glendale Avenue

When:
Saturday, March 5th, 2011 5pm-9pm

Tickets:
General Admission Tickets \$25.00
VIP Tickets \$50.00
Tickets are available at the door day of event or online. *Tax or 3line

Proceeds benefiting St. Mary's Food Bank ALLIANCE



www.tasteglendale.com

Glendale Star Ad

Taste™ Glendale's Culinary Festival



Proceeds benefiting St. Mary's Food Bank ALLIANCE

TASTE: Glendale's Culinary Festival is a gourmet food and beverage tasting event that will feature Glendale's finest. The idea is to highlight local businesses and restaurants. TASTE is an event that will bring the community together while benefiting local charities.

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www.tasteglendale.com

Event Poster

Taste™ Glendale's Culinary Festival

Product/Service



Wall

Info
Photos
Discussions

About
Taste: Glendale's Culinary Festival is set for March 5, 2011 in Downtown Glendale.

More

Taste: Glendale's Culinary Festival 65,108

Wall

Taste: Glendale's Culinary Festival



Facebook

Taste™ Glendale's Culinary Festival



\$5.00 Off Coupon

Coupon Redeemable At Entry Gate Day Of Event

Coupon

Taste™ Glendale's Culinary Festival



Proceeds benefiting St. Mary's Food Bank ALLIANCE

40 OF GLENDALE'S FINEST RESTAURANTS

www.tasteglendale.com

Event Flyer

GLENDALE Presents

Taste™ Glendale's Culinary Festival



Proceeds benefiting St. Mary's Food Bank ALLIANCE

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40 OF GLENDALE'S FINEST RESTAURANTS



www.tasteglendale.com

North Valley Magazine Ad



Partnerships

City of Glendale – CVB - 1.3.11 - 3.5.11

Outdoor Kiosk Signage

Inclusion on the events page of www.visitglendale.com

Promotion through Glendale email and mailing databases

Promotion through CVB Social Media outlets linking to TASTE social network

Promotion through Paris in the Spring event on 3/5/2011 (10am – 6pm)

Promotion through CVB office w/ posters and flyers

Promotion through CVB visitor booth at Chocolate Affaire

Camelback Ranch Stadium

Pre-Game commercial on Big Screen

P.A. Announcements & Prize Pack Giveaways during the game

Exit coupon distribution

Foodieslikeus.com- 1.3.11 - 3.5.11

300x300 web banner

Blog post

Event Listing

Social Media support

Travel Zoo

Website Ticket promotion 2 for \$20.00



Partnerships

AZEats.com

Event Listings- 1.3.11 - 3.5.11
Microsite featuring participating restaurants
Logo and info hosted on homepage

Local First AZ

Event Listing- 1.3.11 - 3.5.11
Featured event listing in two LocalFirstAZ.com newsletters
Social Media support

Show-up.com

Event Listing- 1.3.11 - 3.5.11
Featured event listing
AZ Weekly Highlight event feature
Discount Tickets Features
Social Media support and email blasts
Good Morning Arizona Feature and VIP Giveaway on air Day of Event
AZcentral.com highlight event feature

Veteran Tickets Foundation

Website Ticket promotion \$15 GA / \$30 VIP

Into the Soup

Radio Mentions- 2.3.11 - 3.5.11
Featured event listing with web banner
Personal Taste MC

KTAR Sports Radio 540-250-2123. Aaron Wylam Glendale Chocolate Affaire

February 4-6 Onsite Promotion

3rd Annual Paris in the Spring French Market

March 5, 10 a.m.-6 p.m.

Open Air Market (5730 W. Glendale Ave.)

March 5, 9 a.m.-4 p.m.

Artwerks First Saturdays (Centerline Walkway)

March 5, 10 a.m.- 4 p.m.

Mural Art Project

March 5

Association of Support for Childcare (Glendale Civic Center)

March 5, 7:30 a.m.-4 p.m.



Public Relations

Press Releases

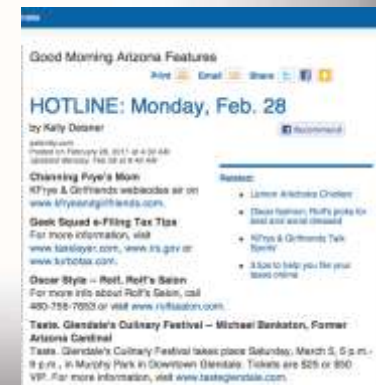
Distributed 7 Press Releases to local media through December, January, February and March

Online Articles

- Phoenix Business Journal
- AZ Central
- Phoenix New Times
- Your West Valley
- Glendale Star
- AZ Family

Blogs

- Eater AZ
- Mouth by South West
- Phoenix Bites
- Yipit.com
- Showup.com
- The Daily Platter



Taste[™] Glendale's Culinary Festival



Public Relations

The Glendale Star
Glendale's Community Weekly

Parties in the Garden 72°

Home News Sports Features Opinions Advertising Business Classifieds

The Perfect Seats www.theprefersits.com
Sports - Concerts - Theatre

Easy Secure Online Ordering!

Home » News » Entertainment

Event showcases tasty cuisine from Glendale restaurants

Share | Facebook | Email | Print | Add to Favorites

Photo: Wednesday, January 12, 2011 7:00 pm | Updated: 8:20 am, Tue Jan 11, 2011

0 comments

The City of Glendale has announced the details for the inaugural TASTE Glendale Culinary Festival 2011, set for March 5 in Historic Downtown Glendale.

DEAL yipit Looking for your city?

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TASTE Glendale Culinary Festival Deals and Coupons

58th and Glendale Ave, Glendale, AZ



azcentral.com

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Things to do / Dining

What are you in South West? Where Phoenix

3/5: First-ever Taste Glendale to feature over 40 restaurants

By Barbara Hall - Feb. 04, 2011 6:01 AM

3 comments

38 people recommend this. Be the first of your friends.

A month after voters to Glendale's Chocolate Affair lick the last bits of sugar from their fingers, the city will host another gastronomical event, the inaugural Taste Glendale Culinary Festival.

Saturday's food fest will showcase more than 40 Glendale-area [restaurants](#) including

showup.com

Greater Phoenix

Arizona's Address for Arts and Culture

Monday Apr 04, 2011

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CULINARY ARTS

Home » CULINARY ARTS » TASTE Glendale Culinary Festival 2011

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TASTE Glendale Culinary Festival 2011

March 5, 2011

Be the first to submit a review/comment! Add Review/Comment

- Official Website
- Buy Tickets
- Add to My Favorites
- Check for Discount Tickets

TASTE Glendale's Culinary Festival is a gourmet food and wine tasting event that features Glendale's finest. The idea and concepts have been created to showcase local businesses, local restaurants, benefiting local charities, and maintaining community involvement and outreach.

phoenix bites

Events Food & Drink Itineraries

here - Search results for taste glendale

Guide: Weekend Bites Match 4th-6th

Are You Ready to Taste Glendale?

MAKES Bites

Planning ahead for your weekend out? We've highlighted some of our favorite weekend events to make it a little easier (and tastier). Here's our Weekend Guide for March 4th-6th, Friday, March 4th 11am-7pm - Phoenix Food & Wine Festival at Phoenix Public Market's Food Truck Alley. Head out to a

If this event is anything like TASTE Glendale, I can personally attest that you do not want to miss that TASTE Glendale Culinary Festival is set for Saturday, March 5th in Historic Downtown Glendale. More than 30 elite restaurants and food purveyors will join forces to tantalize and delight Glendale residents at

mouthxsouthwest

food, drink, news & deals in the phoenix metro area

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March 1, 2011

Taste Glendale debuts Saturday

The first-ever **Taste Glendale** culinary festival will be held Saturday evening in historic downtown Glendale.

The event, from the organizers of the annual **Taste Chandler**, will feature more than 40 Glendale-area restaurants, as well as dessert booths, a silent auction and live music.

Among the participants: **Amuse Bouche, Vogue Hotel, Stone House's, Diller's, Fajardo's Cafe, Moo's, Sattara Thai, Yuzuki Oven** and **Zandique**.

The event runs 5 to 9 p.m. Tickets are \$25 for general admission and \$35 for VIP.

First-ever **Taste Glendale** to feature over 40 restaurants (AZ Central) Taste Glendale (yelp.com)

38 people like this. Be the first of your friends.

Posted in Events | 0 comments

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things to do
Southside Culinary Food Truck Alley, Tue 6:30 - 7:30 pm

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Glendale's
Culinary
Festival

Restaurant Photos



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Festival

Restaurants



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Event Photos



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Festival



Event Photos

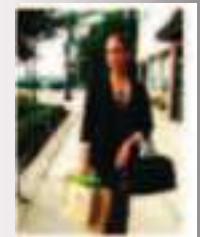


Taste.™

Glendale's
Culinary
Festival



Vendors





St. Mary's Food Bank Alliance, the worlds first food bank, is a non-sectarian, nonprofit organization that alleviates hunger by efficiently gathering and distributing food to sites that serve the hungry. Serving two-thirds of Arizona's 15 counties, the organization is committed to volunteerism, building community relationships and improving the quality of life for Arizonans in need.

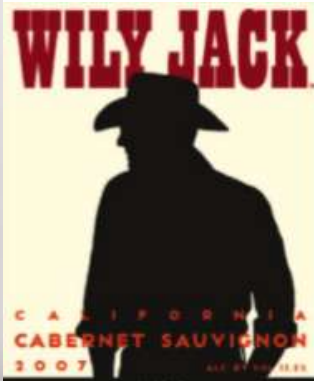




Alliance Distribution



Alliance Beverage extends our thanks to all the local restaurants, businesses, and you, the consumer, for your commitment to our local community. Show your support by enjoying life and eating out more often! We understand you have many choices when it comes to eating out, and we appreciate it when you choose locally!





Larry Miller
Toyota



Special Thanks

NORTH VALLEY MAGAZINE
LUXURY LIFESTYLE LIVING





Event Recap

- HDE would like to thank all the sponsors, vendors, and community members for supporting the Inaugural TASTE Glendale's Culinary Festival. With 21 restaurants, over 15 vendors, numerous partners, St. Mary Food Bank Alliance, and the City of Glendale, TASTE Glendale's Culinary festival was coordinated, promoted, and executed successfully.
- Approx. 2,300 guests was the 2011 attendance for TASTE Glendale's Culinary Festival.