

# California Fresh Cantaloupe Week

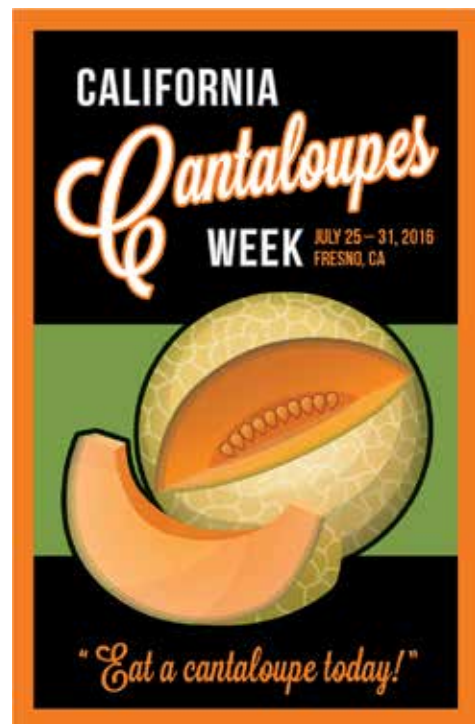
July 25-31

## Restaurant Promotion Rules & Entry Form

The week of July 25-31 has been declared "Fresh California Cantaloupe Week" by the Fresno County Board of Supervisors. To celebrate, the California Cantaloupe Advisory Board is offering \$2,000 in prize money to Fresno-area restaurants offering special fresh cantaloupe menus this week.

### CASHING IN ON WINNINGS COULDN'T BE EASIER

- Create one or more fresh cantaloupe specials and feature during the week. Anything goes — breakfast, lunch, dinner, dessert — appetizer, soup, salad, salsa, beverage — options are limited only by your imagination. For inspiration, check out our website at: [www.californiacantaloupes.com](http://www.californiacantaloupes.com).
- Complete the entry form below and submit by **July 12, 2016**. **Note: The full recipe is not required to enter, but we are looking for recipes to feature in the Fresno Bee food section. So, submitting a recipe early may mean extra publicity for your restaurant!!**
- Menu the fresh Cantaloupe specials the week of July 25–31.
- At the end of the promotion, we will send you a Promotion Summary Fact Sheet which will ask you for:
  - > Names and descriptions of your fresh cantaloupe menu specials
  - > Digital photos of each dish.
  - > Total cantaloupe usage during the week
  - > Percent of totals sales that the cantaloupe dishes generated.
- Cash prizes will be awarded to restaurants with special fresh cantaloupe dishes generating greatest percent of total sales during the promotional week.
- Prize Structure:
  - > 1st Prize ..... \$1,000
  - > 2nd Prize ..... \$ 600
  - > 3rd Prize ..... \$ 400



### GETTING THE WORD OUT

The Cantaloupe Advisory Board will aggressively market this promotion to area residents and visitors. The Fresno Bee is already working on a major fresh cantaloupe feature and are planning to feature select chef recipes. Additionally, the cantaloupe team will promote via social media, local broadcast PR and colorful posters. Posters will be delivered to all participating restaurants prior to the start of the promotion.

**DON'T MISS OUT ON YOUR CHANCE  
OF WINNING COLD HARD CASH!**

Restaurant Name: \_\_\_\_\_

Restaurant Website: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Name of Executive Chef: \_\_\_\_\_

Email Address: \_\_\_\_\_

Description of Fresh California Cantaloupe Recipe(s): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Print Name \_\_\_\_\_

Send completed form via FAX to (209) 576-6119 or by email to [dompe@att.net](mailto:dompe@att.net)

*"Eat a cantaloupe today!"*