

CHESAPEAKE

Oyster & Beer

FESTIVAL



...and WINE TOO!

CELEBRATE THE BOUNTY OF THE CHESAPEAKE

FEBRUARY 19th & 20th • NATIONAL HARBOR, MD
NOVEMBER 20th • BALTIMORE, MD

Over the past eight years in Baltimore-Washington Metro – The Trigger Agency has built a solid reputation for bringing thousands of upscale consumers to tasting events. In 2010 we are going to take it to the next level with a series of indoor tasting events designed to help you market your brand to the perfect audience. Join us for these exclusive culinary showcases.

THE CHESAPEAKE OYSTER AND BEER FESTIVAL.

The Chesapeake Oyster & Beer Festival is an ALL-YOU-CARE-TO-TASTE extravaganza complete with thousands of oysters - raw, steamed, roasted, and rockafellered along with other mouth-watering delicious seafood, live music, exhibits and of course – all you care to taste beer, wine and spirits.

SHOW FEATURES...

- Dynamic tasting sessions that offer the maximum exposure for your products without too much crowding.
- Over 30 different types of beer, 30 different wines and various spirits for tastings.
- Up to 30 participating restaurants offering their finest tastes.
- Seminars and Cooking Workshops in the on-site kitchens and seminar area.
- Live cooking / roasting demonstrations & Live music.
- Food art & a cookbook store.

WHO IS OUR AUDIENCE...

The Baltimore-Washington Area is home to over 6 million people and is centrally located on the East Coast within 2 hours of 20% of the population of the whole United States. With this in mind, we draw consumers for the Mid-Atlantic who are...

- Upscale consumers with household incomes over \$90,000.
- Food and beer/ wine enthusiasts and hobbyists, primarily adults aged 25 - 55.
- Interested cooking and chefs - 91% of our past attendees noted the reason they liked our events is because they love to cook.
- Intrigued about learning - 75% of our attendees attend wine and / or cooking seminars during the year.
- Kitchen owners - 100% of our attendees have a kitchen.
- Home Owners - 85% own their home.
- College Educated - 72% are college educated or more.
- Enjoy eating out - 65% of our attendees eat out at least once a week.

JOIN US FOR A SHUCKIN' GOOD TIME!

WWW.BEERANDOYSTER.COM



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TRIGGER AGENCY
 events • promotions



WHY DO THEY COME TO THE SHOW?

The Mid-Atlantic's affluent buyers come to Trigger Agency events expecting to:

- Sample and taste new products.
- Find out about new culinary solutions for their homes.
- See cooking and paring demonstrations.
- Further educate themselves about food and wine and spirits.
- Learn new recipes and menus.
- Buy products that will help them with cooking and entertaining.



Do you have a great restaurant or gourmet shop? Do you have a new tasty treat or food item? Are you a spirits distributor looking for an audience for the latest new flavor? Do you have a product or service solution for gourmands and chefs alike? Use the show as a platform to...

- Gain new customers for your location
- Launch new products
- Sell directly to consumers
- Educate attendees and read the media
- Build market share and brand awareness



HOW DO WE REACH THIS AUDIENCE?

Our expertise in consumer show and event promotions comes from over 15+ years in the business. Our targeted promotional campaign offers your brand / company exposure with the following methods:

- In-house mailing lists and email lists. Our database of over 25,000 names and emails of targeted subscribers to our events is a very powerful tool in our promotion.
- Abundant radio schedules on regional stations.
- Focused localized television ad buys.
- Advertising in local, national, and regional print publications.
- Local Promotions and public relations with area media outlets, Internet and email promotions.

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