

PLATE BY PLATE: PROJECT BY PROJECT'S ANNUAL TASTING BENEFIT
Formerly the Food & Wine Tasting
BENEFITING ASIAN AMERICANS & EDUCATION:
CHINATOWN YOUTH INITIATIVE

New York

October 14, 2011

Skylight West (500 West 36th Street at 10th Ave.)

7:00 p.m. VIP Reception / 7:30 p.m. Main Event

Est. attendance: 750 (includes 250 from VIP Reception)

Past Participating Restaurants

Masaharu Morimoto Morimoto ~ **Kerry Heffernan** South Gate ~ **Ken Callahan** Blue Smoke

Ming Tsai Blue Ginger ~ **Anita Lo Annisa** ~ **Marcus Samuelsson** Aquavit/Riingo

Tadashi Ono Matsuri ~ **Ian Chalermkittichai** Kittichai ~ **Michael Romano** Union Square Café ~

Michael Huynh Baquette ~ **Angelo Sosa** Xie Xie

Artisanal * Aureole * Blue Fin * Baking by Design * Blue Ribbon Bakery * Blue Hill * Bond Street * Bouley * Centolire * Chanterelle * Danube * Django * District * Dos Caminos * Elettaria * Eighty One * Eleven Madison Park * En Japanese Brasserie * Fleur de Sel * French Culinary Institute * fresh * Geisha * Gilt * Gonzo * Grom * Highline * Hudson Yards Catering * illi * Ivy Bakery * Kai La Grolla * Kuma Inn * Kyotofu * Land Thai * Mai House * Marseille * Maya * Megu * The Modern * Monkey Bar * Nobu * Oceana * Olives * One if by Land Two if by Sea * Oust * Peacock Alley * Picholine * Phillipe * Public * Public House * One If By Land Two If By Sea * Rain * Red Egg * Riingo * Roy's * Solera * Spice Market * Spot * Strip House * Stone Park Café * Tawny Ong * Thalassa * Tribeca Grill * Trois Pommes Patisserie * Van Leeuwen * Veritas * Wine Cellar Sorbet * Yerba Buena

Past Participating Wine/Beverage Purveyors

57 Main Street Wine Company * Anthony Road * Barnett * Bedell North Fork * Best Cellars * Boylan * B. United Int'l * Charmer * Chivas Regal * Domaine de Canton * Evian * Fiji Water * Ito-En Tea * Jamesport * Frederick Wildman * Frog's Leap * Gekkeikan Sake * Gloria Ferrer * Golden Star Tea * Grown Up Soda (GuS) * Honest Tea * InBev USA * Ito-En * Joto Sake * Kirin USA * Kobrand * Laurel Lake * Leblon * Liemco, Ltd. * Lurisia Water * Martell Cognac * Martin Scott * Mionetto * Nestor Imports * Ozeki Sake * Pacific Int'l Liquor * Palm Bay Imports * Paramount Brands/Eber Brothers * Ozeki * Paumanok * Premier Wine & Spirits * PurRoast * Quady Winery * Remi Martin * Rivieria Import Selections * Robert Mondavi * Sakonnet * Southern Wines & Spirits * SmartWater * T Salon & T Emporium * Tempranillo * Tiger Beer * Wine for All * Xcellent Swiss Vodka * VoS Selection * Zico * ZYR Vodka

Past Guest Celebrity Participants





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CHEF AND PURVEYOR FACT SHEET

- Date:** Friday, October 14, 2011
- Time:** VIP Admission Begins: 7:00 p.m.
Main Event Begins: 7:30 p.m.
Silent Auction closes at 10:00 p.m.
Event closes at 11:00 p.m.
- Location:** Skylight West (500 West 36th Street at 10th Ave.)
<http://skylightnyc.com/west/>
- Set-Up:**
1. Setup must be complete by 6:30pm.
 2. Will coordinate set up with you individually based upon needs and availability
 3. We will be serving dinner for the chefs and purveyors from 6-6:30 p.m.
- Loading Dock:** Enter through main entrance
- Guests:** **700**
- We will provide:**
- Signage (highlighting the Restaurant Name, Chef's Name, and Menu item)
 - Two 30" x 6' tables
 - White table linen
 - Disposable plates or bowls (depending upon menu item)
 - Flatware/utensils
 - Cocktail napkins
 - Regular ice (upon early request—we are not able to provide dry ice)
- Please provide:**
- **700 tasting portions**
 - Table decorations (e.g., floral arrangements, menus, and other collateral)
 - Staff (please limit to 3 assistants for a maximum of 4 persons per team)
 - Chafing Dishes (if needed)
 - Propane/Butane burners (if using, please inform us so we can supply a fire extinguisher)
- Contact:** Justin Wang, Sunny Chiou
Co - Manager, Restaurant Relations
Tel: (908) 342-4522
Fax : 917-591-3020
Email: restaurant.ny@projectbyproject.org



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RESTAURANT CONFIRMATION FORM

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Please fax to 917-591-3020 or email restaurant.ny@projectbyproject.org

By September 1, 2011

Contact Name: _____ **Email:** _____

Company: _____ **Website:** _____

Chef's Name & Title: _____

Mailing Address: _____

Tel: _____ **Fax:** _____

1. Will you be participating in this year's Annual Tasting Benefit?

(Please check one of the following.)

Yes No

If you answered "Yes", please list the names of your staff and/or guests that will be attending. Please note that due to the non-profit nature of the evening, we only allow a limited number of representatives (total of 4 per station) from each participating establishment. Thank you.

Staff Name 1: _____

Staff Name 2: _____

Staff Name 3: _____

If you answered "No", please consider donating a Gift Certificate for the Silent Auction (please see attached form.)

2. Will you be donating a Gift Certificate for the Silent Auction (please see attached form)?

(Please check one of the following.)

Yes No

3. Please list three (3) possible menu items you will provide for the tasting. We will do our best to accommodate your first choice, but because there may be duplicates of menu contents, please also provide 2 alternative items. We would require (700) tasting portions.

Menu Item #1: _____

Alternative #2: _____

Alternative #3: _____



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4. Project by Project will provide you with high quality disposable service ware. Please indicate whether you need bowls, plates or both.

(Please check all that apply.)

Menu Item #1: Plate Bowl Fork Spoon

Alternative #2: Plate Bowl Fork Spoon

Alternative #3: Plate Bowl Fork Spoon

5. Will your menu items require regular ice?

Due to high cost of dry ice, Project by Project is not able to provide dry ice. If you require dry ice, please make direct arrangements prior to the event and notify Justin Wang or Sunny Chiou, Managers of Restaurants Relations.

(Please check one for each menu item.)

Menu Item #1: No Yes _____ lbs

Alternative #2: No Yes _____ lbs

Alternative #3: No Yes _____ lbs

6. Will you need to be near an electrical outlet or a power source?

(Please check one of the following.)

[] Yes [] No

If "Yes", how many outlets? _____ How many **grounded (3-prong)** outlets? _____

7. Special Requests:

Not all special requests can be honored but we will do our best to accommodate you.

8. Please provide the fair market or estimated value of your contribution so that Project by Project can properly acknowledge your gift for tax purposes.

Value: _____

Thank you for your support!



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SILENT AUCTION/GIFT BAG DONATION CONFIRMATION FORM

Donation Requirements

- **Silent Auction** donations must be valued at **\$200** or more retail value. Examples: "Unique Experience" packages, gift baskets, certificates, wine, jewelry, tickets, lessons, small party catering, culinary equipment/tools, electronics, travel, fashion, education, subscriptions, etc.
- **Celebrity Gift Bag** donations must be valued at **\$50** or more retail value.
- **Chef & Wine** purveyor Gift Bag donations must be valued at **\$25** or more retail value.
- **VIP Attendees Gift Bag** donation must be valued at **\$10** or more retail value.
- **General Attendees Gift Bag** donations must be a usable product or a discount offer.

Please fax to 917-591-3020 or email auctions.ny@projectbyproject.org

Contact Name: _____ Email: _____
 Company: _____ Website: _____
 Mailing Address: _____
 Tel: _____ Fax: _____

Check ALL that Apply	Total # to be distributed by PbP	Min # of Items required for participation:	# of Items to be donated by you:	Est. Retail Value <i>To calculate the tax-deductible portion of ticket sales</i>
<input type="checkbox"/> I am donating to the Silent Auction	Unlimited	1		\$
<input type="checkbox"/> I am donating to the Celebrity Gift Bags	40	40		\$
<input type="checkbox"/> I am donating to the Chef/Wine Purveyor Gift Bags	100	75		\$
<input type="checkbox"/> I am donating to the VIP Reception Gift Bags	250	150		\$
<input type="checkbox"/> I am donating to the General Gift Bags	750	400		\$

Donation Description: *Please describe in detail all items to be donated*

Delivery Info:

Liliana Chen, eLcie Media Services,
 373 Park Avenue South, 6th Fl, NY, NY 10016
 Tel 212-947-3434 / (646) 514-3555
Delivery Deadline: [September 15, 2011](#)

Thank you for your support!