



Monday, March 13<sup>th</sup>, 2017

**Re: Food & Beverage Service at Olds Regional Exhibition – Follow-up communication to the email of February 14<sup>th</sup>, 2017**

Dear Valued Clients, Guests and all other Visitors to ORE's Venues,

Effective April 1<sup>st</sup>, 2017 ORE is excited to officially launch the partnership with Alex Galanis and Grouchy Daddy's for all of our concession and catering opportunities in the recently completed community commercial kitchen and renovated concession trailer. This is a long anticipated and planned addition to ORE's commitment to elevated and enhanced guest experience while attending any event in any venue at ORE. Alex and his team are perfect partners in the delivery of a multi-faceted hospitality offering.

But let's get down to the brass tacks, what does this mean for your event in ORE's facilities? Whether you are booking a wedding, bull sale, horse show or trade show, ORE will be providing you and your guests with a memorable food and beverage experience through reputation quality food, memorable service and a foundation of rural community understanding. For many years, Grouchy Daddy's and prior, Jim's Pizza Place, have promoted the quality and importance of sourcing local food and supporting primary producers. Alex's commitment to a delicious plate with outstanding service is showcased daily at his restaurant and event center. Alex has researched and tested the menu choices he has selected for ORE's clients and events...you are gonna be thrilled!

Alex appreciates the extensive diversity of ORE's clients and events; he has developed menu options that will please every palette and every price point with tremendous a la carte flexibility. Attached to this letter is a very user friendly, "check the box" style of menu offering. ORE's clients will communicate directly with ORE regarding menu choices and facility requirements so as to keep all information gathered in a single portal. ORE will then communicate with Alex Galanis on our client's behalf. ORE's contracts will be edited to reflect the new hospitality offerings.

Here are a few scenarios (Q & A) that will help to outline the approach to food and beverage service moving forward:

**Q: I am hosting a lunch meeting for 15 – 20 people in the mezzanine what are my options?**

*A: From the banquet menu options choose a soup/salad and a sandwich or luncheon option, add a beverage option. Prices will range from \$12.25 to \$19.00 per person, or an average of \$15.62 all in.*

**Q: I have rented the Cow Palace for an outdoor sports trade show. Can I ask my buddy to do the concession service?**

*A: Moving forward, **all** events in ORE facilities (Cow Palace, Pavilion, MegaDome and Infield) will be served by ORE's concession service provider. The only exception to this would be if ORE was unable to provide concession services or if the number of attendees does not warrant a concession offering. **No** other food and beverage service provider will be eligible to sell/provide services on ORE grounds.*

**Q: I am hosting my daughter's wedding in the Cow Palace and would like to provide my own beef for Alex to cook, will he do this?**

*A: Alex takes tremendous pride in the quality of his ingredients and the final product. As such, he has developed relationships with suppliers that are loyal and predictable. You will not be able to supply your own meat for the wedding.*

**ORE - "The source of agriculture, youth, community and agribusiness since 1899"**

**Q: A major community/agriculture industry leader has passed away and the funeral is going to be in the Cow Palace. Does the family/funeral service provider have to utilize ORE catering?**

*A: This is a unique and individual circumstance. ORE and Alex Galanis will address these "one off" situations as they arise in the spirit of best serving the bereaved family.*

**Q: I am the show secretary for the annual horse show. We have never offered a banquet at our show before because it was not an option. We are looking forward to hosting a banquet this year but would like to offer a toonie bar. How can this be arranged?**

*A: ORE will simply invoice your association for the difference per beverage of the toonies collected and the number of drinks served. This is essentially the same outcome as assessing your show a corkage fee and allowing you to operate your own bar. Also keep in mind the liability that you and your association incur when you provide the alcohol at an event. With ORE's provision of beverage service, both you and your association are no longer at risk. ORE will be moving toward a policy of no alcohol service in the facilities other than what ORE provides in the very near future. (As with food services, there will be a couple of confidential clients grandfathered in this circumstance as well – see next comment)*

**Q: We have hosted our annual sale at the Cow Palace for many years and are committed to our own brand of hospitality. Will this new food and beverage service change our ability to provide our own signature hospitality?**

*A: With very few exceptions, ORE will expect all clients to transition to the new model of service. There are perhaps 2-3 "Signature Events" that are collaborations between ORE and service clubs that may continue to operate outside of the partnership between Alex Galanis and ORE. Additionally, there may be 2-3 beef sale clients that will not initially transition to the ORE food and beverage service provision. These are unique circumstances and are considered to be confidential.*

**Q: I want to prepare my jams and jellies, bread and buns, pies, etc. in an Alberta Health approved facility for resale. Can I access the commercial kitchen to create this value added processing?**

*A: Absolutely! ORE has based the fundraising for this initiative on promoting utilization by local food producers, especially those that are weekly Olds Farmer's Market vendors. Access to the kitchen will be scheduled by appointment and a full list of expectations will be presented to the producer. These expectations will include health and safety practices as well as protection of the inventory and equipment in the space.*

**Q: Our 4-H club is hosting a member only mock achievement day in the Cow Palace. Will we be allowed access to the commercial kitchen to warm up our chili, burgers, hot dogs, etc.?**

*A: Small events such as this will be encouraged to utilize the tried, tested and true approach to club events. Plan a pot luck meal! There are many electrical outlets in the foyer for your crock pots, and electric roasters.*

**Q: Is there any additional charges regarding food service that clients should be aware of?**

*A: As is typical in the food and beverage service industry, there will be a 15% (fifteen percent) gratuity added to the invoice for food and beverage service.*

**Q: The municipal library is planning a fundraising event in the Cow Palace and wants to utilize volunteers to prepare the banquet style meal, is this allowed?**

*A: Take a good look and the excellent banquet menu options from ORE and analyze how you can price your event utilizing ORE food and beverage provision. Repurpose your volunteers to sell more tickets, collect silent auction items or create additional fundraising at the event with unique initiatives. The extraordinarily diverse menu offerings are respectful of every price point with a quality meal. Prices begin at \$22.50 per plate and truly include all the trimmings! Your volunteers will thank you and your organization's capacity will not be compromised.*

**Q: My question is not covered in the scenarios described above. What can I do?**

*A: Pick up the phone and call ORE at 403-556-3770, jump on your computer and email [office@oldsregionalexhibition.com](mailto:office@oldsregionalexhibition.com), check out our website for ongoing updates [www.oldsregionalexhibition.com](http://www.oldsregionalexhibition.com) or stop by the Administration Building. ORE is always happy to work with you – a current or prospective client.*

**Q: What other products and services will be available for my event?**

*A: ORE is proud to collaboratively offer a full suite of services including floral, photography, disc jockey, entertainment, specialty bars, etc.*

It is our most sincere intention that this communication is helpful to ORE's valued clients, both existing and new, as we launch this newest phase of exceeding our customer's expectations while maintaining our commitment to **agriculture, youth and community!**

Sincerely,



Tami Gardner, Executive Director

Encl: ORE Banquet Menus (4 pages)