



## Look What's Cooking at the Williamsburg Farmers Market

### *Weekly Chef Demonstrations at the Chef's Tent*

Calling all Chefs! The Williamsburg Farmers Market's popular Chef at the Market Program is now scheduling its lineup of cooking demos for the 2016 season. We are looking for Chefs from the area to provide market shoppers with examples of how to use local, seasonal farmers market resources at home. By making local fresh foods available to area residents, we help preserve farmlands and promote the local economy. This is a great opportunity to showcase a chef's talents and promote local restaurants and businesses. Your participation as celebrity chef is a big part of our success, as you feature the seasonal produce and market items in a fresh way.

- WHO** Chefs from the greater Williamsburg area.
- WHAT** Demonstrate recipes, techniques & tools of the trade.  
Provide samples for tasting.
- WHY** To promote your restaurant or business.  
To promote farm fresh foods available at the Williamsburg Farmers Market.
- WHEN** Saturdays, May through October  
Demonstrations (2): 9:30 a.m. & 10:30 a.m. or one at 10:00 a.m.
- WHERE** The Chef's Tent is an informal setting in a prime location in Merchant's Square, adjacent to the outdoor seating area at The Cheese Shop. Shoppers gather round to watch a brief demonstration and stay to ask questions about your restaurant or business.
- HOW** Focus on your signature style and seasonal ingredients.  
Provide handouts with recipes and food notes.  
Bring menus and brochures about your restaurant or business.  
Relax and have fun with your audience.

Williamsburg Farmers Market



### **Market Mission**

The Williamsburg Farmers Market (WFM) is a not-for-profit, producer-only market. By making local fresh foods available to area residents, we help preserve farmlands and promote the local economy. Your participation as celebrity chef is a big part of our success, as you feature the seasonal produce and market items in a fresh way.

### **Timeline**

Demonstrations are scheduled at 9:30 am and 10:30 am. Begin with about a 15-20 minute demo followed by 15-20 minutes passing out samples and answering questions. Take a break before the second demo. You should be able to begin breakdown by 11:00 am or 11:15 am. One demonstration can also be done at 10:00 am.

### **Recipe**

We get the most positive comments when the demo features a recipe that the home cook can pull off. E-mail recipe to [therner@williamsburgva.gov](mailto:therner@williamsburgva.gov) or fax it to 757-259-8064 ahead of time and we'll get it on the website in time for your appearance. Bring copies to hand out - 150 or more.

### **Samples**

The quantity is up to you. Most chefs serve 200-300 very small samples.

The first demo attracts the most home cooks/shoppers. The second one attracts more tourists who would like to know about your restaurant/business. Most chefs bring the samples of their recipe already prepared so that the demo is for show only.

### **Supplies**

Let us know how we can assist you. Williams Sonoma loans small equipment for use.

### **Parking**

Market Manager parks in your spot to reserve it until you arrive. Look for the blue VW Golf in the spot between the Cheese Shop/Fat Canary and Wythe Candy Shop. Let us know you have arrived and we will move car so you can pull in.

### **Promotion**

Send bio. Bring signs, banners, flyers, menus, business cards, etc. to promote your operation. 1200-1500 people come to the WFM each week.

### **Synergy**

We strive to make the connection between food growers, chefs and shoppers to promote seasonal foods and regional agriculture. Towne Bank is sponsoring The Chef's Tent this year. Funds are available to enable you to purchase **ingredients from WFM vendors**. The Market Manager will facilitate this with you.

Questions:

Contact Tracy Herner, Market Manager at: 757 259 3768 or [therner@williamsburgva.gov](mailto:therner@williamsburgva.gov)