



Look What's Cooking at the Williamsburg Farmers Market

Weekly Chef Demonstrations at the Chefs Tent

Calling all Chefs! Williamsburg Farmers Market's popular Chefs Tent at the Market is returning for the 2023 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 Williamsburg Farmers Market.
- WHEN** Saturdays, June 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 Colonial Williamsburg, on the brick patio on Duke of Gloucester Street across from Lululemon. Shoppers gather 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

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. Your and your team should be done by 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 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 market has moved away from single-use plastic. Reusable sample cups, bus tubs and silverware are available for you to use.

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.

Parking

Free parking is available in the Art Museum parking lot.

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. Funds are available to enable you to purchase **ingredients from WFM vendors**. The Market Manager will facilitate this with you.

Questions:

Contact Tracy Frey, Market Manager: 757 259 3768 or therner@williamsburgva.gov