



# Sample the Sierra

A Market to Table event celebrating the Sierra Nevada Region

Ski Run Boulevard, South Lake Tahoe, CA  
Saturday, August 21, 2010 12pm–5pm

## Market to Table Tasting 1pm-4pm

- Tasting from the Sierra Nevada's best Chefs, wineries, breweries and producers (fee for food/wine/beer tasting)
- Marketplace featuring regional products

## Artists & Artisans

- Juried, original art show featuring regional artists
- Pottery, painting, photography, handmade crafts

## Entertainment

- Live music
- Storytellers, acoustic musicians, regional presentations
- Activities and crafts

# FREE ADMITTANCE

“Sample the Sierra” is a cooperative effort of El Dorado County organizations, growers, producers, and businesses to increase awareness of our region’s bounty, heritage, culture and activities through a market-to-table event.

This community event aims to develop relationships between local businesses—restaurants with growers, artists and artisans with shops and galleries—and increase demand for local products.

INTERESTED IN PARTICIPATING?

FOR SPONSORSHIP OR EXHIBITOR INFORMATION PLEASE CONTACT NATALIE AT 775.843.7142 OR NATALIE@TAHOECHAMBER.ORG



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# Sample the Sierra

## **Objectives:**

- The Lake Tahoe South Shore Chamber of Commerce and the Lake Tahoe Visitors Authority present a “Market to Table” event that promotes our region
- Increase awareness of our Region: bounty, heritage, culture, activities
- Host a community event that develops awareness and demand for local products
- Link businesses together to build long term relationships: artists and artisans with shops and galleries, wineries and growers with restaurants and retailers

## **Market to Table Tasting**

- Tasting area shared by groups of paired Chef/ Grower(s)/ Winery
- Marketplace area with wine tasting, beer tasting, and local products such as goat cheese, honey, syrups, jams, olive oil, and soaps
- Free admittance to festival, guests can purchase tasting bracelets if they wish for \$20 for adult food and wine tasting, \$10 adult food only tasting, and \$5 for children age ten years and under

## **Artists and Artisans**

- Art and Artisan booths with pottery, painting, photography, and handmade crafts.
- Juried art show, preference will be given to artists who represent the region.

## **Entertainment**

- Main Stage with live music
- Open performance area with seating for storytellers, acoustic musicians, and regional presentations.
- Docents roaming event and engaging guests
- Booths with activities: gold panning, Conservancy demonstrations, hands on crafts, Fly Fishing demonstrations

### **Main Stage**

Opening Ceremony  
Live Music  
Afternoon Concert  
Closing Ceremonies

### **Performance Stage**

Storytellers  
Regional Presentations  
Acoustic Music