

2020 Frequently Asked Questions

1. What is Sip & Savour?

Sip & Savour is a celebration of food & drink, tantalizing the taste buds of local and visiting food and beverage enthusiasts. Beginning on November 2, 2020 this month-long campaign will feature participating restaurants, cafes and tasting rooms. The campaign will shine a spotlight on the talented chefs and craft makers who create Squamish's culinary culture.

The Sip & Savour campaign will feature prix-fixe menus at the following levels:

- Two or more courses for \$15
- Three or more courses for \$25
- Three or more courses for \$35
- Three or more courses for \$45
- Tasting room \$6 or \$12

2. When is it?

November 2 – November 30, 2020

3. I own a restaurant, café, tasting room and I want to participate. What do I need to do?

- a. Register your Sip & Savour participation by **October 26, 2020** to Heather Kawaguchi, heather@tourismsquamish.com
- b. Reach out with specific questions to heather@tourismsquamish.com or 604-815-4975.

Further information can be found in the Tourism Squamish members section:

<https://www.exploresquamish.com/members>

4. What is the cost to be part of Sip & Savour?

- a. Tourism Squamish members - FREE
- b. Non -members - \$75

5. What is a Sip & Savour prix-fixe menu?

Sip & Savour prix-fixe menus are specially crafted by participating restaurants, cafes or tasting rooms and are available to customers throughout the Sip & Savour campaign period. They are a great-value way for consumers to try out new restaurants, cafes and tasting rooms or revisit their old favorites. For participants it is an opportunity to showcase how creative, sustainable and delicious their food can be.

Ideally, Sip & Savour menus will feature something that is not normally available on your regular menu. Culinary participants may choose to create a menu for either breakfast/brunch, lunch or dinner but that menu must be available for that meal option throughout the entire campaign period. Tasting room participants can choose to offer one or both price points and must have their tasting available during business hours.

*Note that culinary participants can only be promoted in one price category for the duration of the campaign.

We suggest offering the customer more than one choice for each course and to also consider vegetarian and gluten free options when designing your menu.

***Under the current COVID-19 conditions and protocols we highly recommend that your offer be available for take-out, when and where possible.**

6. What is the Sip & Savour prix-fixe menu price categories for 2020?

- Tasting room \$6 or \$12*
- Two or more courses for \$15
- Three or more courses for \$25
- Three or more courses for \$35
- Three or more courses for \$45

If you are unsure of which category your restaurant, café or tasting room should fall into, please contact us to discuss your menu and determine the appropriate price category.

7. Should I pair my courses with a beverage?

YES! Sip & Savour is intended to celebrate both food and drink. Participants are highly encouraged to partner with local craft beverage makers on pairings or optimize their menus by infusing these products into their menu.

8. What is the deadline for submitting a menu?

The deadline for submitting menus is October 9, 2020. This will ensure that menus can be uploaded in time for promotion and the campaign launch to consumers on October 16, 2020.

9. Do I have to provide a gift certificate?

Yes. Participant gift certificates are used for Tourism Squamish contesting and other promotions. Your gift certificate is required at the time of registration. Gift certificates must be provided to Tourism Squamish in the following denominations, which parallel your menu price point.

- Tasting rooms provide a \$20 gift certificate*
- \$15 restaurants provide a \$30 gift certificate
- \$25 restaurants provide a \$50 gift certificate
- \$35 restaurants provide a \$70 gift certificate
- \$45 restaurants provide a \$90 gift certificate

Note: Gift certificates must not have an expiry date.

10. When can I start taking reservations for Sip & Savour?

Anytime! Participants cannot publicize their Sip & Savour menu prior to October 27, 2020; however, you may take reservations in advance of the campaign launch and start date. Sip & Savour menus may not be served prior to the start of the campaign on November 2, 2020.