

**THE GREAT NORTHERN CHEESE FESTIVAL
AT THE RHEGED CENTRE, PENRITH
SATURDAY 16 & SUNDAY 17 OCTOBER 2010**

Dear

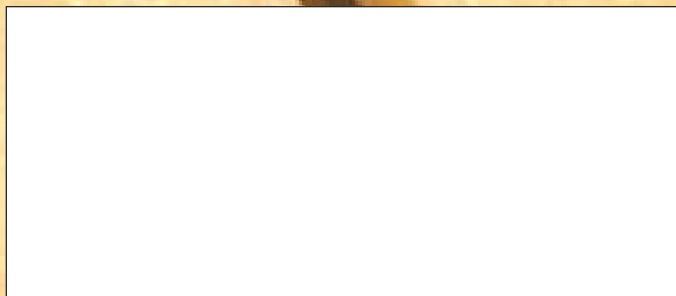
We'd like to invite you to exhibit at the inaugural Great Northern Cheese Festival. This event will be the first event of it's kind in the very North West, and we have one goal in mind - to shout about how fantastic British cheese really is!

This two-day event will offer visitors the chance to meet with, and sample cheese from small and large producers not just locally but from all over the UK, as well as have the opportunity to learn more about cheese through cookery demonstrations and cheese lectures in our theatres. An exhibition space of 3m x 2.5m will cost £150 + VAT and includes a clothed 6ft table, 2 chairs, and electricity point. For more details see our website at rheged.com.

ABOUT US

The Rheged Centre is one of Cumbria's largest visitor attractions, with an average weekend daily footfall of 2000, and is also home to nine shops reflecting the best of the region, and three cafes offering food made by us using the best local ingredients. Rheged is part of Westmorland Ltd, the family run business which owns Tebay services, famous for its farm shops. The founders are a farming family and still retain their own farm which produces beef and lamb sold throughout the whole business. Our ethos is all about promoting local food and talent and we work alongside the community to protect the environment. Owing to our roots and our passion for local produce, we think Rheged is the perfect venue to host this exciting event which will be a completely new experience for the region, and we'd really love for you to be part of the event.

FOR MORE DETAILS AND A BOOKING FORM, LOOK INSIDE!



**RHEGED
CENTRE**

**THE GREAT NORTHERN
CHEESE FESTIVAL**
CELEBRATING GREAT BRITISH CHEESE

**CHEESE PRODUCERS • CELEBRITY COOKING DEMOS •
CHEESE WORKSHOPS • WINE TASTINGS • KITCHENALIA**



CELEBRATE



TASTE



TREAT



LEARN



ENJOY



2010

SATURDAY 16TH AND SUNDAY 17TH OCTOBER 2010

EXHIBITOR BOOKING FORM

SATURDAY 16TH AND SUNDAY 17TH OCTOBER 2010

Company: _____

Contact Name: _____

Address: _____

Postcode: _____ Telephone Number: _____

Email: _____ Number of stands required: _____

Please list the electrical items you intend to use, along with the output of each item (amp):

Will you require a parking space for a chiller van?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Will you be providing samples from your stall?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
Will you be preparing food samples on the stall?	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

Please state any additional special requirements that you have _____

Stand Holder Terms and Conditions

- Rheged will supply an area for hand washing, with sufficient supplies of soap and paper towels.
- Refuse bins with close fitting lids must be provided by yourselves for your stall. Rheged staff will collect full refuse bags on a regular basis
- Waste water from stalls must be collected and disposed of down a foul drain, access to a waste water sink will be provided.

All stand holders must comply with the Food Hygiene (England) Regulations 2006 as relevant for the products you will be selling. If you plan on cutting and serving food samples at your stall, extra consideration of these regulations may be required. Please also factor into your consideration the following:

1. Cold food can be kept above 8°C for up to four hours. This should only happen once. If any food is left after this time, it should be thrown away or kept chilled at 8°C or below until used.
2. It is the responsibility of the client to arrange adequate refrigeration to ensure that food is kept at suitable temperatures.
3. It is the stall holder's responsibility to ensure that basic hygiene requirements are maintained and enforced as standard practice where food is being handled on the stalls
4. There must be hot water on the stall at all times that food is being sold. Rheged will provide a facility for hot water for hand washing and cleaning, however it is the responsibility of the stallholder to provide a safe method to transport the water from the source to the stall.
5. Rheged will supply an area suitable for cleaning utensils and equipment. Please provide your own cleaning materials.
6. Rheged will provide an allocated and accessible area for chiller vans, these must be kept clean and maintained in good repair and condition to protect foods from contamination.

I have read and agree to the Terms and Conditions applicable to this event:

Signed _____ Date _____

Please return the completed booking form along with a non-refundable cheque for £150 + VAT (payable to Rheged) FAO The Sales Team, Rheged Centre, Redhills, Penrith, Cumbria, CA11 0DQ.

For more details please call 01768 860013 or email julie.robinson@rheged.com

MORE EVENT DETAILS

- Access to the halls will be from 9am-5pm on Friday 15th Oct and from 7am both mornings of the event
- The halls will be open to the public from 10am - 4.30pm both days and entry will be absolutely free
- There will be a range of activities for visitors to participate in including cheese making talks in our theatres, workshops, wine tasting sessions, and cookery demonstrations with both local and celebrity chefs including Michelin and 5AA Rosette award winning Jean-Christophe Novelli and Annette Gibbons OBE.
- Each stand will include a space of 3m x 2.5m, 1 6ft clothed trestle table, 2 chairs, and 1 electric socket.
- The event will be widely promoted, with the media schedule including both newspaper and magazine advertisements and extensive coverage from inclusion in Rheged's seasonal campaign literature. We will also be inviting high profile trade visitors.
- For those requiring accommodation we can highly recommend our sister hotel the Westmorland Hotel. Double rooms from £90B&B and single from £75B&B (subject to availability) please contact the Westmorland Hotel direct on 015396 24351 and quote 'Rheged Cheese Festival'. For further details on the hotel please visit www.westmorlandhotel.com

HOW TO FIND THE RHEGED CENTRE

By road: Just 2 minutes from the M6 (J.40) at Penrith. Rheged is clearly sign posted with brown and white heritage signs from the M6 and A66.

By rail: A 5minute drive from Penrith Railway Station, which is located on the West Coast Main Line.

