

# 2008 SANTÉ awards™

## Spirits Hospitality Award Application

**Step 1:** Please complete the following information. Please print legibly.

Establishment \_\_\_\_\_ Web Address \_\_\_\_\_

Owner \_\_\_\_\_ Spirits Program Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

PR contact \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Size of establishment (# of tables) \_\_\_\_\_ Number of servers \_\_\_\_\_

Type of cuisine served (New American, Mediterranean, etc.) \_\_\_\_\_

Type of establishment:  Restaurant  Hotel  Resort  Club  Inn  School  Other

Annual food sales \_\_\_\_\_ Annual bar beverage sales \_\_\_\_\_

Number of covers served daily \_\_\_\_\_ Average drink price \_\_\_\_\_

Bar focus \_\_\_\_\_ Average bar bill \_\_\_\_\_

Signature drink(s) and price \_\_\_\_\_ Bar well selection \_\_\_\_\_

**Step 2:** Please indicate your geographic area.

- New England (CT, MA, ME, NH, RI, VT)
- New York City
- Mid-Atlantic (DE, MD, NJ, NY, PA, DC)
- Southeast (AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV)
- Midwest (IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, OK, SD, WI)
- Mountain / Southwest (AZ, CO, ID, MT, NM, TX, UT, WY)
- California
- West Coast (AK, HI, NV, OR, WA)

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**Step 3:** Please select the ONE category for which you are applying.

Hotel and/or Resort Bar  
Restaurant Bar

**Step 4:** Please include a two- or three-page description of your restaurant and spirits programs addressing each of the following criteria.

- Your spirits management philosophy
- Staff training and knowledge
- Spirits service (recommending, selling, and presenting)
- Spirits, specialty drinks, and bar menu lists (balance, pricing and menu compatibility)
- Promotional activities (newsletters, tastings, special dinners and other events)
- Customer service and satisfaction
- Program innovation
- List creativity (list format, design, informative content, readability)

**Step 5:** Please include 4 copies of the following materials to support your application.

- List of all spirits served (brand names)
- All bar and dining room menus
- All spirits menus, including specialty drink and special-events menus
- Spirits promotional materials and/or newsletters

*We are unable to return materials; photocopies are acceptable.*

*Please do not send published reviews or advertising materials not directly supporting the criteria.*

**Step 6:** Include a non-refundable application fee of \$50 per entry, paid by check or credit card.

Restaurants can compete in all categories, but are limited to one award.

## **ENTRIES MUST BE POSTMARKED NO LATER THAN JUNE 13, 2008**

**Mail to:** 2008 Santé Awards  
Santé Magazine  
100 South Street  
Bennington, VT 05201

### **Questions?**

Contact Sarah Varno  
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