

SANTÉawards™

Spirit Hospitality Award Application

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

Establishment _____ Web Address _____

Address _____

City _____ State _____ Zip _____

Spirits Program Contact _____

E-mail _____ Phone _____

PR contact _____

E-mail _____ Phone _____

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

Type of establishment: Restaurant Hotel Resort Club Inn School Other

Annual bar beverage sales _____ 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)

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

- Hotel and/or Resort Bar
- Restaurant Bar

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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 30, 2010

Mail to: 2010 Santé Awards

Santé Magazine
100 South Street
Bennington, VT 05201

Questions?

802-442-6771

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