



Make the Most of Our Month-Long Foodie Celebration!

What is Go Taste Berks?

Go Taste Berks is our month-long celebration of local food, drink and retail happening all November long! Instead of a one-night event, we now encourage locals to explore and support small businesses by purchasing a **Passport** that gives them access to exclusive offers at participating locations. It's a fantastic way to get new customers through your doors, increase foot traffic and make sales—without ever leaving your shop.

What's the difference between Taste of Berks and Go Taste Berks?

The old Taste of Berks was a one-night event with lots of free samples. **Go Taste Berks brings the customers to YOU all November long.** You'll be listed in our Go Taste Berks Passport, which passport holders use to visit participating businesses and redeem your **exclusive** special offer. This setup is designed to bring locals into your business during the early holiday season and give you the chance to turn one-time visitors into loyal customers.

What is a Passport?

Think of it as a foodie adventure book! Attendees purchase a Passport either online (mailed out at the end of October) or at select GRCA events. Each Passport includes:

- A list of all participating businesses
- All special offers
- Space for businesses to stamp or sticker confirmation of a visit

Offers are one-time use per location, per Passport — and only valid for Passport holders.


What's the benefit of participating as a business?

- **Drive real traffic** to your storefront all month long — not just in a single evening.
- **No setup, travel or booth required** — just offer something enticing from your own location.
- **Exposure across GRCA social media, calendar and email newsletters.**
- **Compete for the Crowd Favorite Award!** The business with the most verified visits wins:
 - A 2026 **FREE eSpotlight**
 - A **Social Media Takeover Day**
 - Recognition across all GRCA platforms

What should I list as my Special Offer?

Great question — because **a better offer means more foot traffic.** Your offer should be something people want to seek out. Free samples worked great at the one-night event, and they're still ideal here. **Top examples include:**

- A free sample (cookie, scoop, drink, etc.)
- A free gift, appetizer or dessert
- An exclusive discount (20% or more)
- A tasting flight or small experience
- Anything unique to your business that creates buzz

 *Tip: The more exciting and valuable your offer feels, the more likely people are to buy Passports and visit you.*

IMPORTANT: Only Passport holders should receive your special offer. Last year, we saw vendors run out of product by giving it to everyone. Please make sure all staff are informed that **only Passport holders get the special offer**, and that each passport can only be used once at your location.

What do I need to do as a participating business?

1. **Submit your completed vendor form & .jpg logo** by the posted deadline.
2. **Choose your Special Offer.**
3. **Prepare your staff** – make sure everyone knows before you open **on Nov. 1:**
 - What your offer is
 - How to identify a Passport
 - That it's one special offer per Passport
4. **Stamp or sticker the passport** when it's redeemed.
5. **Keep a count** of how many Passport holders visit – this helps us determine the Crowd Favorite.

Can we do something extra to stand out?

Absolutely! You're welcome to host a tasting, demo, small event or even decorate your space festively. Let us know so we can promote it!

What about the Facebook LIVE events?

Instead of Saturday LIVE sites, this year a staff member from GRCA will be visiting several of our vendors to film a video and talk about their participation in Go Taste Berks. If you would like to be considered for this, you need to register by **Friday, Sept. 5**. We will schedule a time to visit you in October, and your location will be featured in our Marketing leading up to the event!

2025 PASSPORT APPLICATION

Sign up to be a part of one of the biggest FOODIE events in Berks County to showcase your food, drinks and wares to the community the full month of November.

PARTICIPATION AGREEMENT for PASSPORT VENDOR

(Please Print)

Vendor Fee Selections (choose one)

- ☐ Free for GRCA Members! ☐ \$100 – Future GRCA Members
☐ \$555 – Go Taste Berks GRCA Membership Bundle – A full year of GRCA benefits!

Company Name

Address

Business Hours

Contact Person

Phone

Email

Category (choose one)

- ☐ Restaurant/Bar ☐ Retail Market ☐ Café ☐ Winery/Brewery ☐ Farm/Creamery

Special Offer: What **EXCLUSIVE** offer will Passport holders receive when they visit you **Nov. 1 – Nov. 30, 2025?** (ex. - free sample/gift, discount, etc.)

I would like to be considered for a video tour leading up to Go Taste Berks (deadline: Sept. 5)

- ☐ Yes, please! ☐ Nope! I don't want anyone in my space. ☐ Oh no! I'm too late.

****Please attach a .jpg of your logo when you submit your form.****

Taste of Berks Membership Bundle:

- Inclusion in Go Taste Berks Passport
- Marketing and promotion for the event
- People directly to your door the entire month of November!
- Berks County Living magazine subscription & 10% off an ad
- Free attendance at Networking@Night Events (with opportunity to host or cater)
- Opportunity to host/cater GRCA-sponsored events through the year
- Sponsorship and Advertising opportunities at Signature Events
- GRCA Business Member Directory Listing
- Vinyl window sign, Chamber Member GRCA logo
- Member exclusive pricing for events and training programs
- Savings on member exclusive discount programs

To be considered as a Social Media LIVE site, return this form by Sept. 5.

The last chance to turn in your form is Sept. 26 to:

Katie Johnsen, Events Coordinator | KJohnsen@GreaterReading.org