



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 **Digital 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 Digital 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 Digital Passport?

Think of it as a foodie treasure map! Attendees purchase a Digital Passport online, and each Passport includes a map of all participating businesses and each of their special offers.

Offers are one-time use per location, per Digital Passport.

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 2027 **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 visit you.*

IMPORTANT: Only Digital 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 Digital Passport holders get the special offer**, and that each passport can only be used once at your location.

If they don't have a Digital Passport but want to take advantage of your special offer, they can purchase it by scanning the QR code we will provide you.

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. **Display your QR Code** so participants can scan to redeem your offer and be counted – the location with the most visits wins the **Crowd Favorite Award!**

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!

Is there another way I can be featured?

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. 4.** We will schedule a time to visit you in October, and your location will be featured in our Marketing leading up to the event!

2026 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
☐ \$575 – 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 Digital Passport holders receive when they visit you Nov. 1 – Nov. 30, 2026? (ex. - free sample/gift, discount, etc., this offer should NOT be available to anyone – only to those who have a Digital Passport)

I would like to be considered for a video feature leading up to Go Taste Berks (deadline: Sept. 4)

- ☐ 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 Digital 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 featured in GRCA's Social Media marketing with a special video of your business, return this form by Sept. 4.

The LAST CHANCE to turn in your form is Oct. 16 to:

Katie Johnsen, Events Coordinator | KJohnsen@GreaterReading.org