

# Plant-Powered Meat Months, Summer 2020

## PARTICIPANT AGREEMENT

Thank you for your interest in this exciting program!

- “Participant” is the restaurant owner/manager or professional chef.
- “Business” is the restaurant or the professional chef’s business.
- “Organizer” is Nancy Poznak, dba BotaniCuisine, LLC.
- “Program” is Plant-Powered Meat Months, Summer 2020

**Registration Form** on pg. 2.

**Choose & Purchase Promotional Tier 1, 2, or 3** on [Program website](#).

**Guarantee:** Cancel within two weeks of Tier payment for full refund



### 1. Program Time Frames

- (A) To remain on the Program’s website after August, some plant-based/vegan foods must remain on the menu, with least one plant-based/vegan option in each section of the menu.
- (B) All Tier 1 General Listings, Tier 2 Facebook posts, and Tier 3 Premier Listings remain on the Program’s website through October 31, 2020. Tier 2 Facebook Promotions: Posts repeated each week in July & August.

### 2. Plant-Based/Vegan Food Guidelines

- (A) Plant-based/vegan foods include all produce, grains, legumes/beans, nuts, and seeds and any food made entirely from plant-based/vegan ingredients, including plant-sourced dairy and plant-sourced egg replacers. There are thousands of fantastic possibilities.
- Not included in plant-based: Animal, fowl, fish/sea creatures including bivalves, amphibians, insects, animal-sourced dairy, eggs, or honey, in whole or in part.
- (B) Food Service: Take-out and/or delivery only, until the Covid-19 lockdown restrictions are lifted.

### 3. Menu Items Offered During the Program

- (A) **Plant-Based Meats:** Foods that are just like animal meat (i.e. [Beyond Meat](#) and [Impossible Burgers](#)). All food service companies supply plant-based meats. Refer to suggested sources on [Food Suppliers](#) page.
- AND / OR**
- Meaty Meals:** Dishes made from a wide range of plant foods, such as [Lentil Salisbury Steak](#).
- (B) **Variety of Plant-Based Foods:** Wide range of foods, not imitation animal meat, can be served as appetizers, side dishes, and desserts.

#### Restaurants/Cafés

- (C) **Entrées/Main Dishes:** At least 1/4 of entrees must be, or modify some current entrees to be, plant-based/vegan meats and/or meaty meals during this Program.

- (D) **Appetizers, Side Dishes, Desserts:** At least one for each category.

#### Professional Chefs

- (E) At least 1/4 of food offerings must be plant-based/vegan for this Program.

### 4. Need Help? Schedule a Consultation with BotaniCuisine (See p. 3)

**Consultations** for recipe and ingredient suggestions, suggestions to modify existing menu items, and menu design. **Staff training** for preparing and serving plant-based/vegan patrons.

Appointments can be purchased on the Program’s [website](#).

30-minute phone consultation is free with Tier 3: Featured Participant Promo. 1 hour is half price.

### 5. Gift Certificates as Raffle Prizes

- (A) All participating business provide one offer for a [gift certificate](#). Indicate offer amount on registration form.
- (B) Raffle prizes will be awarded each week of the Program. People enter the raffle drawing by:
- (1) Foodie Power Pass is \$1 and includes weekly raffle entries.
  - (2) Posting participating business’ food photo(s) on Instagram.
- (C) Business owner or manager determines the monetary value of their gift certificate.
- (D) Program Organizer emails numbered gift certificates to winners and a copy to the Business owner/manager.

## 6. Advertising the Program

### Dynamic Social Media Advertising

- (A) We'll reach thousands of people!  
 (B) Please contribute to the success of this Program by advertising on your website and social media.

### Printed Materials

- (C) Should Covid-19 lockdown restrictions be lifted, advertising will also include flyers, posters, and table tents, provided by the Program Organizer. These will be delivered or mailed to you.  
 (D) Since this program has been established while Covid-19 restrictions are in place with no definite end date, costs for printing advertisement materials are not included in the Tiers' registration fees.  
 (E) Participants can order Printed Materials for a nominal fee to help cover printing and distribution costs, through the Program's website. These can be delivered or mailed to each participating business.

## 7. REGISTER NOW

- (A) Purchase a Promotion Tier on the Program's [WEBSITE](#).  
 (B) Registration complete when paid in full, agreement, and all food photos submitted to Program Organizer.  
 (C) Carefully review all the information you submit. BotaniCuisine is not responsible for errors submitted.  
 (D) Changes to information after your promotion implemented online: Contact [nancyp@botanicuisine.com](mailto:nancyp@botanicuisine.com)  
 (E) **Satisfaction Guaranteed: Cancel within two weeks of Tier purchase for full refund.**

### BUSINESS REGISTRATION: Complete every section.

RETURN THIS TO: [nancyp@BotaniCuisine.com](mailto:nancyp@BotaniCuisine.com)

**\*\*AUTO-ENTRY TEXT FIELDS\*\***

Business Name: \_\_\_\_\_

CHEF: Geographic Area Served: \_\_\_\_\_

Website URL: \_\_\_\_\_

Owner's Full Name: \_\_\_\_\_

Phone w/area code: \_\_\_\_\_  
 Example: 555-123-4567

Email: \_\_\_\_\_

Business Address: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 #, Street, City

**SOCIAL MEDIA, PROMOTIONAL TIERS 2 & 3 ONLY** Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

**GIFT CERTIFICATE:** State \$ offer for your gift certificate. (See #5, p. 1)

\$

**PHOTOS:** Send online via Dropbox; a link to submit will be emailed to you.

### ADHERENCE TO PROGRAM GUIDELINES:

Click circle to indicate you agree to follow Program guidelines and that you understand the following:

- (A) Program Organizer and Partners will review menus of Program Businesses. (B) Menus that do not meet Program guidelines need to be updated to remain in the Program. (C) Cost of Program participation is nonrefundable if removed.

Business Owner's Signature: Add Signature OR Type Your Name

Date Signed (Mo/Day/Yr)

Nancy S. Poznak, Program Organizer

BotaniCuisine, 5730 Cottonworth Ave, #5351 Baltimore, MD 21209  
 Phone: 443-384-7890 Email: [info@BotaniCuisine.com](mailto:info@BotaniCuisine.com)

Date Signed (Mo/Day/Yr)

**Program Organizer will sign and return  
 a copy of this Agreement to you.**

**TIER 3—PREMIER RESTAURANT/CHEF DESCRIPTION: Write on next page.**

### **TIER 3: PREMIER RESTAURANT OR CHEF (SPACE ON WEBSITE)**

- Please view a sample space on the Program's [website](#).
- Describe your business and food. About 200 words maximum in text field, below.
- This description is in addition to contact information and food photo names/descriptions.
- Carefully review all the information you submit. BotaniCuisine is not responsible for errors submitted.
- Changes to information after your promotion is implemented online: Contact [nancyp@botanicuisine.com](mailto:nancyp@botanicuisine.com)