



## FAQ for Vendors

### DID YOU KNOW? YYC Hot Chocolate Fest is owned by Calgary Meals on Wheels!

#### How do I create my signature drink?

- Be creative! There are no limits to the recipes that can be submitted.
- There are TWO CATEGORIES for entries: Best Hot Chocolate and Best Spirited Hot Chocolate (spirited drinks include alcohol). You may participate in both categories' with a limit of 2 drinks in total. To compete in the Spirited Hot Chocolate category, you must be licensed by AGLC.

#### What should we call our signature drink?

- Create a catchy name for your entry that describes your drink and that your customers will remember when they are entering their ratings.

#### Is a tax receipt available for the donation?

- As per CRA guidelines, you will receive a tax receipt for the contribution with drinks sold but not for the donation bin that can be displayed in your establishment, or the registration fee.

#### How will the drinks be judged?

- There will be a trophy awarded and recognition for “Best Hot Chocolate”, “Best Spirited Hot Chocolate” and “Cup That Runneth Over”.
- Customers rate each drink on the [website](#). Results are tallied March 1, 2018 to determine winners in each category.
- Winners in each category will be granted bragging rights, promoted on the YYC Hot Chocolate Fest website, Facebook and Twitter as well as added to the YYC Hot Chocolate Fest trophy for this year!

#### Where are reviews for my drinks posted?

- All moderated reviews will be posted within a maximum of 2 working days to each drink's rating page on the [website](#). All vendors and their drinks can be found on the “Find A Drink” tab.

#### How do people find out about YYC Hot Chocolate Fest?

- Visit the website at: [www.YYCHotChocolate.com](http://www.YYCHotChocolate.com)
- Follow us on [Facebook](#), [Twitter](#) and [Instagram](#)
- Promote YYC Hot Chocolate and your drink(s) at your location, on your website, through social media and encourage your employees and customers to do the same!
- We reach out to local media outlets, and coverage of this event in the past has been fantastic!

#### How else can I participate?

- You can donate prizes (like gift cards) that will be used throughout the event. Prize donors will be acknowledged and recognized for their contributions.
- You can offer to host media and promotional opportunities that may be available throughout the month.
- Plan an event to promote your drink or incorporate your drink into your current events
  - Hot chocolate & Paint Nite, Hot Chocolate Date Night, etc.

Contact us at any time for further information, questions or suggestions:

[events@mealsonwheels.com](mailto:events@mealsonwheels.com)

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