



WINTERLICIOUSTM & SUMMERLICIOUSTM

July 18, 2011

Dear Restaurant Owner/ Manager/ Chef:

The Winterlicious and Summerlicious culinary programs were developed by the City of Toronto to promote Toronto's unique hospitality industry, showcase its diverse cuisine, finest restaurants and chefs, offer exceptional quality at a range of price points, and generate positive economic activity and impact on the local economy.

Since 2009, Winterlicious and Summerlicious participation has been based on a two-part process:

1. an application submission to determine a restaurant's eligibility to participate; and
2. a registration (RSVP) by eligible restaurants to secure a spot on a first come first served basis.

Eligibility Criteria & Application Process

Existing restaurants located in the City of Toronto and possessing a Public Health Dine Safe Green Pass must first submit an application form to become eligible to participate in the Winterlicious and/or Summerlicious RSVP process. Eligibility is determined by comparing the average price of a 3-course meal from a restaurant's regular menu with the minimum requirements for each price point category established for the programs.

The Winterlicious/Summerlicious Advisory Board, comprised of industry professionals, will review application submissions to determine eligibility and price point category for participation.

Registration (RSVP) by Eligible Applicants

Eligible applicants will be notified to register (RSVP) on a pre-established registration date. Eligible restaurants that RSVP will be accepted into the program on a first come first served basis by price point category, regardless of past participation. Participation will be limited to allow for manageable growth of the programs.

Information & Application Form

Detailed information and the application form are available at www.toronto.ca/special_events/licious. It is important that restaurants review the eligibility criteria, application and review process and RSVP (registration) process prior to completing and submitting an application form.

Application submissions for Winterlicious 2012 are due no later than August 10, 2011.

If you have further questions, please contact me at 416-392-7902 or wintersummerlicious@toronto.ca

Sincerely,

A handwritten signature in blue ink, appearing to read "Eirine", with a stylized flourish extending to the right.

Eirine Papaioannou
Supervisor, Event Support, Partnerships
Cultural Services, Special Events