



## Potato Week, by Peak of the Market, is Back!

**Peak of the Market Growers** are proud to produce the world's best potatoes. They then rely on experts, like you, to create dishes that show off their quality, taste and diversity.

Peak of the Market Growers know that the last few years have been a real test of restauranteurs and their customers. We want to provide a bit of hope and a little bit of light at this very long tunnel. We're pleased to announce that February 4-14, 2022 will be filled with potatoes, potatoes and more Manitoba potatoes!

But, we need your help!

Join us by featuring Manitoba potatoes in your restaurants for 10-days at the beginning of February.

Most importantly, there are no fees to participate. AND – as a token of our appreciation, all participating restaurants will receive 100 lbs. of complimentary potatoes of your choice. We've created an extensive three-week promotional publicity campaign involving traditional and social media platforms to support everyone's efforts.

Potato Week social media channels and a brand new website will showcase all of the great restaurant creations as soon as you can get photos of your dishes to us. Restaurants will also receive assets for online and in-restaurant promotion including window clings, tent cards and stickers!

Best of all, guests will be able to vote for their favourite dish at [potatoweek.com](http://potatoweek.com). The winning restaurant will be crowned Potato Week Champion and gain bragging rights for the rest of the year.

We can't wait to help you get diners back to your restaurants, treating themselves to all of the great potato dishes you create. We're all eager to find our way back to normal and we can't think of a better way to do it than through a delicious meal at a great restaurant.

Here's what we need from you:

1. Fill out the information on Pages 2 & 3 indicating:
  - a. your involvement.
  - b. what type of potatoes you'd like delivered to your restaurant.
2. We'll arrange a delivery time for your potatoes (sometime between Feb. 1-3, 2022)
3. Send a high resolution .jpeg image of your dish, preferably professionally photographed, or as close-cropped as possible. 600 pixels x 600 pixels and about 1 MB would be preferred.
4. Send a write up of your dish which should be 50-75 words (no more).

For more information email: Mary at [mary@peakmarket.com](mailto:mary@peakmarket.com).



## **RULES & REGULATIONS**

Potato Week is governed by the laws of Canada. All federal and local laws and regulations apply. By entering, restaurants release and hold harmless their respective parents, subsidiaries, affiliates, directors, officers, employees and customers from any and all liability for any injuries, loss or damage of any kind arising from or in connection with the Project, or the use or acceptance of any prize won. By entering Potato Week, participants agree to be bound by these general rules and regulations. The rules will be posted at all times at [potatoweek.com](http://potatoweek.com). Entrants further agree to be bound by the decisions of the voters, which shall be final and binding in all respects. If, for any reason, Potato Week is not capable of running as planned, we reserve the right at its sole discretion to cancel, terminate, modify, or suspend the project.

IN NO EVENT SHALL POTATO WEEK OR PEAK OF THE MARKET BE RESPONSIBLE HEREUNDER FOR ANY INCIDENTAL, CONSEQUENTIAL, SPECIAL, OR INDIRECT DAMAGES, EVEN IF CONTEST ENTITIES HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

## **RESTAURANT AGREEMENT FORM**

I intend to participate in Potato Week (hereby "the Project") from February 4 to February 14, 2022 under the restaurant name that appears at the bottom of this page.

In consideration of my participation and my restaurant's participation as part of the project, and without any further consideration from you (Peak of the Market), hereby grant permission to you to utilize my name and likeness as well as my restaurant in connection with the Project in any and all manner and media and all rights of every kind and character whatsoever in perpetuity in and to my performance, appearance, name and/or voice and the results thereof in connection with the Project, and I hereby authorize Peak of the Market to photograph and record (on film, digital, video, tape, or otherwise), the Project; to edit same at its discretion and to include it with the performance of others and with sound effects, special effects and music; to incorporate same into the Project or other program or not; to use and to license others to use such recordings and photographs in any manner or media whatsoever, including without limitation unrestricted use for purposes of publicity, advertising and sales promotion; and to use my name, likeness, voice, biographic or other information concerning me in connection with the Project, commercial tie-ups, merchandising, and for any other purpose. I further acknowledge that Peak of the Market owns all rights to the results of my services rendered in connection herewith I agree that my participation in the Project may be edited in your sole discretion. I consent to use of my name, likeness, voice and biographical material about me in connection with the Project publicity and related institutional promotional purposes. I expressly release you, your agents, employees, licensees and assigns from and against any and all claims which I have or may have for invasion of privacy, defamation or any other cause of action arising out of production, distribution, broadcast or exhibition of the Project.

**PRINT NAME:**

**RESTAURANT:**

**PHONE:**

**DATE:**

I have read and agree to the terms and conditions above, and the contest rules and regulations.

For more information email: Mary at [mary@peakmarket.com](mailto:mary@peakmarket.com).



## POTATO DISH DETAILS

**Restaurant:**

**Dish Name:**

**Dish Description (50-75 words):**

**Photo:** Send a photo of the dish in the following specs: .jpeg image (1MB), 600x600 pixels (approx.)

Upon providing us with the description of your featured potato dish and a photo of it, Peak of the Market will deliver 100 lbs. of free Manitoba grown potatoes chosen from the variety selections below. While we realize that 100 lbs. may not be enough to fulfil all of Potato Week, it is meant as a thank you for participating this year. You can select up to two varieties and up to 100 lbs. (2, 50 lb. cartons).

### RED POTATOES

#1 small	50 lbs	100 lbs
#1 medium	50 lbs	100 lbs
#1 large	50 lbs	100 lbs
Organic #1 medium	50 lbs	100 lbs
#1 Creamer	50 lbs	100 lbs

### YELLOW POTATOES

#1 small	50 lbs	100 lbs
#1 medium	50 lbs	100 lbs
#1 large	50 lbs	100 lbs
Organic #1 medium	50 lbs	100 lbs
#1 Creamer	50 lbs	100 lbs

### WHITE POTATOES

#1 medium	50 lbs	100 lbs
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### RUSSET POTATOES

#1 small	50 lbs	100 lbs
#1 medium	50 lbs	100 lbs
#1 large	50 lbs	100 lbs
60 count	50 lbs	100 lbs
70 count	50 lbs	100 lbs
80 count	50 lbs	100 lbs
90 count	50 lbs	100 lbs
100 count	50 lbs	100 lbs
110 count	50 lbs	100 lbs
Organic #1 medium	50 lbs	100 lbs

### FINGERLING POTATOES

#1 Banana	50 lbs	100 lbs
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**This information is required to be submitted by Friday, January 21, 2022.**

Delivery will occur between February 1 to 3. Event dates are February 4-14, 2022

For more information email: Mary at [mary@peakmarket.com](mailto:mary@peakmarket.com).