



February 24, 2008

Dear Chef,

For the past 20 years, Burlington has hosted a festival surrounding Memorial Day weekend which benefits over sixty-five local and national charities. The festival is run by volunteers and is host to over 35,000 visitors each year.

Last year ChocolateFest added a new 100 x 110 foot, air conditioned tent exclusively for chocolate oriented events and vendors. A new venue featuring Executive, Master and Pasty Chef Demonstrations highlighted our raised, center stage, commercial kitchen. Festival goers were inspired by chefs heralding from such places as Intercontinental, Roots Restaurant, CoCoLiquot of Madison and Chocolate Cartel of New Mexico to name a few.

This year we would like to invite you to participate in this charitable event by providing a culinary demonstration with chocolate as the main ingredient. We will also be inviting some celebrities to cook with some of our chefs. Due to the fact that ChocolateFest attracts such a large number of visitors throughout the Mid-West, this is a great marketing opportunity.

All chefs will receive a VIP parking pass and up to 4 tickets to the festival. Chefs are welcome to have advertising brochures/business cards for their restaurants/business available to patrons during their demos. ChocolateFest also provides pre-marketing campaigns in newspaper, television and radio as well as at the festival.

ChocolateFest would be greatly honored to have you as one of our contributing chefs. If you would like to discuss this opportunity further, please feel free to email or phone me at 262-210-9891.

Sincerely,

Sue Casto  
Burlington ChocolateFest Committee  
May 24, 25, 26, 2008  
Located @ 30 miles SW of Milwaukee and 70 miles NE of Chicago

Please visit our website to view some of the photos from last year at [www.chocolatefest.com](http://www.chocolatefest.com).