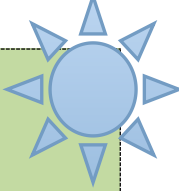


HOW CAN I PARTICIPATE?



It's easy!

1. **Create** an original vegan entrée
2. Offer entrée (& optional appetizer/dessert) during your **regular opening hours** in April
3. **Promote** the dish through your regular channels
4. **Receive** more than an entire month of **press and social media promotion** by the BCVC organizing committee (*a \$25 entry fee covers all free promotions, prizes, and more*)

Your BCVC representative will share additional details and stay in touch with you.

WHY PARTICIPATE?

Beyond the fun of friendly competition and an opportunity to get creative, chefs from almost 30 restaurants report loving our past three challenges. Customers love it too!

Everyone loves trying the competing dish.

"The [dish] was popular with everyone, not just vegans. **We sold out most days.**" - BCVC chef

Gain loyal new customers

"I've never eaten here before, but **I'll be back.**"
- BCVC customer

#1 reason? It's popular.

"We have been **selling out** of this dish every night."
- BCVC chef

Fun fact: Over half of the hundreds of voters in previous challenges were not even vegetarian or vegan, but omnivores.

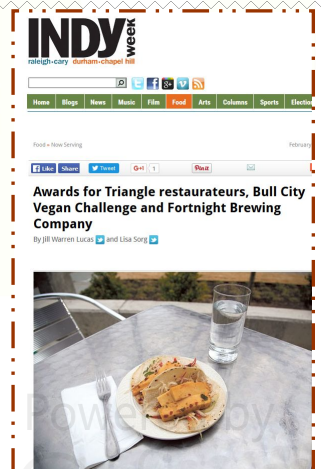
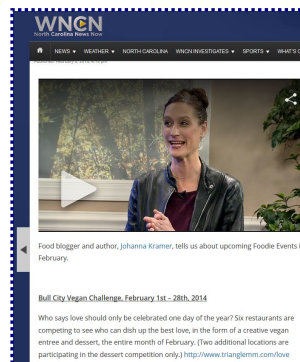
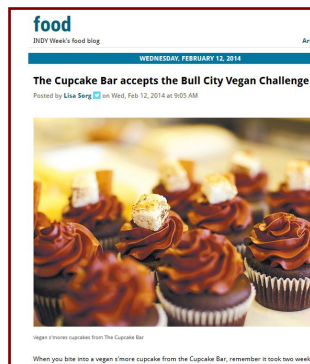
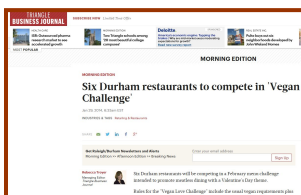
Receive positive free media exposure

We get results: our most recent Challenge resulted in news coverage in the Indy, Triangle Business Journal, Durham Magazine, and Herald-Sun, a 10 minute WNCN TV spot, several local blogs, and hundreds of photo shares on social media. **Over 23,000 locals saw our Facebook ads about Challenge participating restaurants.**

Here are just a few media outlets featuring our last Challenge



durham
magazine



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