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For Immediate Release

## **Commercial & Food Exhibitors Recognized at the Norfolk County Fair**

**October 5<sup>th</sup>, 2018 Simcoe** -The Norfolk County Fair and Horse Show is host to approximately 50 Food Concessions and 175 Commercial Exhibits. The Exhibitors were invited to attend the 14<sup>th</sup> Annual Commercial Exhibitor Awards Presentation. The awards presentation was held in the Red Ribbon Bistro (Bldg. #7) where complimentary breakfast was served to honour and recognize the commercial exhibitors and concessionaires who achieve high standards in the area of booth/concession presentation and staffing. Awards are presented for two categories; Commercial Exhibits and Food Concessions.

Judging takes place by having a variety of volunteers, and directors visit and observe the booths for decorations, appeal to the public, service, and friendliness, knowledge of their product, engagement and overall “feel” of the booth. These judges are like secret shoppers, who observe and then document their experience. The winners of the 2018 Commercial Exhibitor/Concession Awards are:

Commercial Exhibits receive an “Excellence Award” for first and second place. The first-place winner for Overall Display Commercial Exhibitor Excellence Award went to “Borders Unlimited”. Their booth space was well laid out for movement of visitors to flow from one area to the next. The area felt like your own backyard “could look like” very inviting, definitely appeals to the public. Staff are very friendly, helpful and engaging.

Second place went to “South Coast BBQ Fire Pits” for the second year in a row. This booth was one that you just couldn’t walk by without noticing fried eggs and bacon on a pan. The owners provided excellent customer service and were very friendly, engaging and knowledgeable. The booth was well laid out with BBQ pits that were carved and engraved. The booth was appealing, interesting and unique. On a rainy first day of the fair, and the cold weather today, this booth was very inviting!

Food Concessions received an “Excellence Award” for first and second place. First place for Overall Display Food Concession Achievement Award was presented to Gator BBQ. Gator BBQ has great BBQ comfort food and if the aroma of the food doesn’t win you over, walking past the people in the booth singing and having fun was a great attraction for the fair patrons.

Second place went to “British Baked Goods”. British baked goods have a variety of British foods and this year have the addition of the “Cod Fellas” serving English style fish and chips. Exceptional customer service and a staple of the Norfolk County Fair and Horse Show.

Terri Mattice, Exhibits Coordinator thanked the Commercial and Food Concessionaires for all their hard work and efforts put into making their booths attractive to the eye, keeping them clean, having friendly and informative staff and maintaining the high standards that Norfolk County Fair and Horse Show is known for.

*The Norfolk County Fair & Horse Show is in its 178<sup>th</sup> year, and is the fourth largest fair in Ontario, with over 100,000 visitors each year. This year's fair features agricultural displays, craft exhibits, food vendors, art demonstrations, talent competitions, midway rides, a kids tent and a craft brew lounge, plus many other special events.*

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