



Your Official Festival Invitation!

Join us for the Whoopie Pie Festival on
Saturday, June 24th, 2023!

Last year was a hit and we're looking forward to another great Festival in 2023. We'll be in downtown Dover-Foxcroft on June 24th and we hope you can join us! Here's some information:

June
24th!



- We give YOU \$25 per space (up to 2 spaces) at the festival.
- As an incentive to register early, we'll give you a \$50 bonus if you register before May 1st.
- We'll give you .20 for every sample you give out
- Cash prizes for our judged contests are: 1st: \$100, 2nd: \$50, 3rd: \$25
- AND you'll get amazing exposure, lots of publicity, and the chance to sell whoopie pies to thousands of hungry customers.

Details:

1. This may seem obvious, but you have to be at the festival to get paid.
2. You'll get your check within 2 weeks of the festival.
3. Proceeds from the festival go to support the Center Theatre and its mission of making the arts, education, and entertainment accessible to our rural communities to engage and inspire. The Theatre will gratefully accept your donation if you want to waive any of your payments. You will receive a donation letter for your taxes.

Here's how you register:

- Go to www.MaineWhoopiePieFestival.com and click on 'Bakers' to register online.
- Call the Center Theatre at 564-8943 and register by phone
- Fill out the attached form and mail it to the Maine Whoopie Pie Festival, Center Theatre, 20 E. Main St., Dover-Foxcroft, Maine 04426
- You can also scan and email the form to whoopiepie@centertheatre.org

Attached is information on the judged awards, samples, and a Baker FAQ with answers to frequent questions. If you have *other* questions, please contact Patrick Myers by any of the methods above.

Once you register, we'll reply to confirm we've received your information and as we get closer to the festival we'll be in touch with your booth assignment, directions, and an advance order form for festival merchandise. Thanks for being part of the festival, we can't wait to see you!

Patrick Myers
Organizer, Maine Whoopie Pie Festival
Executive Director, Center Theatre for the Performing Arts
20 East Main St.
Dover-Foxcroft, Maine 04426





Baker Registration Form

Please Remember:

- Booth space is at least 10' x 10' with lots of room between booths.
- Booths are not covered. Please bring your own canopy.
- Reserve additional 10' X 10' spaces for a larger booth.
- Bakers must have proper Maine licensing available upon request.
- We will pay you \$25 per space (up to 2 spaces) and a \$50 bonus if we receive your registration on or before May 1st.
- Mail form to: **Maine Whoopie Pie Festival**

Center Theatre
20 East Main St.
Dover-Foxcroft, ME, 04426

You can also register at www.MaineWhoopiePieFestival.com or by calling the Center Theatre at (207)564-8943



Business Name: _____

Contact Info for Festival Business (Will not be listed online):

Name: _____

Mailing Address: _____

Phone #:() _____ E-mail: _____

Contact Info to be listed online and on Festival promotions:

Physical Address: _____

Phone #:() _____ E-mail: _____

Website: _____

Other: _____

Will you be selling other food products to the public? YES / NO

Do you need to bring large equipment (generator, trailer, etc)? YES / NO

If either answer above was "yes", what? _____

What we'll pay you:

Number of 10x10 spaces: _____ x \$25 = _____ (\$50 max)

Registering before 5/1 ? _____ + \$50 = _____

Total Payment: _____



Sweetie Pie is happy you'll be joining us for "The Sweetest Day in Maine"



Baker Contests

Judged Categories:

- Best Traditional Whoopie Pie
- Best Flavored Whoopie Pie
- Best New Baker at the Festival
- Most Creative Whoopie Pie Name
- Healthy Whoopie Prize

Winners will receive \$100 for 1st place, \$50 for 2nd, and \$25 for 3rd.

The Yankee Whoopie Prize: \$200 Prize package supplied by Yankee Chef

Best Allen's Coffee Brandy Whoopie Pie

Winners will be chosen in a judged category & People's Choice Category
\$175 for 1st place, \$75 for 2nd, and \$25 for 3rd.

People's Choice Award:

Winners will receive \$100 for 1st place, \$50 for 2nd, and \$25 for 3rd.

Contest Details

Best Allen's Coffee Brandy Whoopie Pie: Allen's and Whoopie Pies - two Maine traditions! Sponsored by Allen's Coffee Brandy, this contest will crown the best whoopie pies that use Allen's as an ingredient. Allen's can be used in either the cake, the filling, or both and can be mixed with other ingredients. First place (\$175), Second place (\$75), and third place (\$25) winners will be awarded by both our official Festival Judges (including three Allen's experts) and by festival attendees by popular vote via text. You have two chances to win! Bakers may only sell their Allen's Whoopie Pies or give them as samples to adults 21 or older. In order to help you create your best Allen's Whoopie Pie, a representative from Allen's will be contacting you shortly to offer you a free bottle of Allen's to help you perfect your recipes.

Healthy Whoopie Prize: Along with your whoopie pie, you will need to submit a printed list of what makes your whoopie pie a healthy whoopie pie. Examples of healthy qualities might include: Ingredients (includes a fruit or vegetable, are all organic, substituting whole wheat flour for white or yogurt and whipping cream for vegetable shortening, etc.), Low Calorie (include calorie count if available), Gluten Free, etc.

Yankee Whoopie Prize: Created by long-time festival judge and whoopie pie aficionado, Jim Bailey the Yankee Chef, the Yankee Whoopie Prize celebrates the best use of true Yankee ingredients. The Yankee Whoopie Prize will be judged on its use of one or more of the following ingredients: Molasses, Blueberries, Apples (cider, juice or apple itself), Maple (any maple product), or Moxie. The winner receives a prize package from The Yankee Chef valued at \$200.

People's Choice Award: We will be selecting the People's Choice Award and People's Choice Allen's Coffee Brandy Whoopie Pie by text voting. Attendees will text (877)732-4075 with your baker name to vote for you as their favorite baker and will text your baker name plus the word "Allen's" to vote for you for the Allen's People's Choice prize. We will provide one 11x17 sign for your booth with this information, but please feel free to make other signage yourself. We will have staff who will scan incoming votes and correctly tally misspellings and variations in your name. The People's Choice Voting will close at 3pm and winners will be announced by 4pm. Only attendees at the 2022 Maine Whoopie Pie Festival are eligible to vote by text for the People's Choice Awards. We will be scanning social media and any bakers encouraging voting by fans outside the festival will be eliminated from the contest. No exceptions.

*All Bakers will also receive a wooden plaque after the festival.
It will list their awards and/or celebrate their Festival participation!*



Baker Contest Procedures

- In order to ensure speedy set-up and judging, we will be contacting all bakers the week before the festival to find out what categories you will be entering and what whoopie pies you will be submitting for judging.
- While setting up, volunteers will collect your entries for the *Best Traditional*, *Best Flavored*, *Healthy Whoopie Prize*, *Yankee Whoopie Pie*, and *Best Allen's Coffee Flavored Brandy Whoopie Pie*. You may enter **ONE Whoopie Pie** in each category. You don't have to enter all categories.
- New Bakers will designate one of their submitted whoopie pies to be considered for the "Best New Baker" award.
- Bakers may submit an entry for the Most Creative Whoopie Pie Name to the volunteer. This must be the name of a whoopie pie being sold at the festival. However, bakers do not have to submit the whoopie pie itself - just the name.
- Winners of the judged categories will be announced at the Bissell Brothers Music Stage the afternoon of the festival. We will also visit each winner's booth during the afternoon to give you the good news.
- **Please Be Kind to Our Judges:** These awards are determined by our panel of volunteer judges based on their own standards of Whoopie Pie Excellence. They have a very difficult job, so please do not make it harder by a accosting them if their opinion of whoopie pie greatness differs from yours.



Procedures for Samples and Tokens

Festival attendees will receive tokens (wooden nickels) when they enter the festival and can purchase more from the Festival Merchandise Booth for .25 each. They will bring these tokens to you, the bakers, and exchange them for a sample of a whoopie pie. The size of the sample is entirely up to you. You should give them enough of a taste that they'll want to buy some Whoopie Pies to take home, but keep it small enough that you don't run out too soon. During the festival, volunteers will collect your tokens to recycle throughout the day. Within 24 hours of the end of the festival, we will email you a short questionnaire about the festival, including how many samples you gave out in total. We will reimburse you 20 cents for every token collected. You will receive the check 1-2 weeks after the festival.

If you choose to donate the sample money to the Center Theatre we will gladly send you a donation letter for tax purposes. The Maine Whoopie

Pie Festival is the single largest fundraiser for the Center Theatre, supporting our mission of making arts, education, and entertainment accessible to our rural communities to engage and inspire.

If you have any questions, please don't hesitate to contact Patrick Myers at the Center Theatre. The best way to get in touch is by email at whoopiepie@centertheatre.org. Thank you!



Baker FAQ

Here are some answers to frequently asked questions. If you have more questions please don't hesitate to get in touch with Patrick Myers at:

Center Theatre
20 East Main St.
Dover-Foxcroft, Maine 04426
(207)564-8943
WhoopiePie@centertheatre.org



- 1. How many whoopie pies should I bring?** The easy answer is “As many as you can.” We recommend a minimum of 500 whoopie pies, but expect to run out early if you don't bring more. If you want to have enough to last the whole day we recommend at least 1,500 or 2,000.
- 2. When can we setup and break down?** Roads close at 8:00am and you can start setting up. While you can break down before 4pm, you will not be able to bring your vehicle into the festival area until 4pm.
- 3. What licensing do we need and will you be reviewing it?** We are not experts on Maine Food Service regulations. Because of this, we will not provide advice. We suggest any questions be directed to the correct agency within Maine State Government. We will also not review your licenses, but in the unlikely event that an inspector from the state is present at the festival it is the baker's responsibility to be in compliance.
- 4. How should we set up our booth?** Some people want samples, while others want to buy whoopie pies. We suggest you set up two lines, with signage that can be read at a distance so if people just want to buy whoopie pies they won't have to wait in the sample line.
- 5. Do you provide tables and chairs?** No. If you are interested in renting something in the area, please call Penquis Rental at (207)564-2476.
- 6. Do you provide signs for us?** No, you are required to bring your own signage. We strongly recommend a large sign, viewable at a distance, that has a list of the different types of whoopie pies that you are bringing.
- 7. How do the samples work?** A large part of the festival is people sampling new kinds of whoopie pies or finding their favorite traditional whoopie pie. We give 4 tokens to everyone who comes through the gate and they can buy more from the Festival for .25 cents each. They will then give these tokens to you in exchange for a sample. Festival volunteers will come around periodically to collect tokens. **It is your responsibility to track how many tokens you receive.** We suggest keeping track of how many whoopie pies you cut up for samples so that at the end of the day you know how many total samples you gave out. The Festival will reimburse you .20 cents for each sample you give out.
- 8. How do the judged prizes and contests work?** We have a panel of festival judges who conduct blind tastings on all entries. The judges do not know what baker submitted the entries they are judging nor do they know the winners until after the judging is completed. They determine the winner for the Best Traditional, Best Flavored, Yankee Whoopie Prize, and other contests. The only contest they do not judge is the People's Choice Award. All prizes and awards will be announced before the close of the festival.
- 9. How does the People's Choice voting work?** Attendees will vote for the People's Choice Award by text. We will post the phone number around the festival, and give you signs for your booth. Voting is intended for people who are voting **at the festival**. We will be scanning social media and any bakers encouraging voting by fans outside the festival will be disqualified from the People's Choice Award. Attendees who are unable to text their vote, will be able to vote at the Whoopie Pie Festival Merchandise tent.

