



# Guerilla Gourmet Corp

## 2010 Contextual Sampling Opportunities

'Contextual sampling' is a mixture of experiential and volume (straight) sampling, where we create an experience for the consumer, demonstrate a recipe incorporating your brand and allow them to taste your brand in context with other foods, as they'd be eaten at home. Guerilla Gourmet Corp will be participating in/creating these consumer shows/retail events throughout 2010. These programs offer a context sampling event, where we create an interactive, experiential opportunity for consumers to see how your product is made, hear its key selling points and taste it in context.

Consumer Show Event	Location	Theme	Dates	Attendance/No. of days
Toronto Wine and Cheese Show	Toronto	Make it at Home!	March 19 – 21	30,000/3
Montreal Women's Show	Montreal	Make it at Home!	April 9 – 11	30,000/3
Toronto Women's Show	Toronto	Make it at Home!	October 23 – 25	35,000/3
			Total:	95,000/9 days

Retail Event	Banner	Theme	Dates	Number of stores/days
Head of the Class!	Metro ON	Strategic foods for kids	Jan 4 – 31	56/112
Fast n Easy Heart Healthy	Metro ON	Foods for the heart	Feb 1 – 28	56/112
DriveAway with Breakfast	Longo's	Financial/environmental alternatives to fast food	June 1 – 28	14/28
Best of Summer Grillin n Chillin	Metro ON	Summer meal ideas	July 8 – Aug 15	48/96

### Create Your Own Event (minimum 7 days)\*

Trailer rental: /day (includes complete wrap of trailer)  
Staffing, supplies, equipment: To be determined by your requirements

1. includes creation and demonstration of recipes, sampling, show exhibitor fees, décor, staffing; does not include product for sampling and specific requirements
2. actual pricing is determined by level of sponsorship

### MAKE DINNER, NOT RESERVATIONS

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