



TABLE OF CONTENTS

Event Fact Sheet	*****	2
Beneficiary Fact Sheet	*****	3
Overview Schedule of Events	*****	4-6
Venue	*****	7-9
Venue Site Diagram	*****	10
Theme & Decor	*****	11-14
Invitation	*****	14-22
Exhibitor List	*****	23
Entertainment	*****	24-25
Gift Bags	*****	26
Security	*****	27
Menus	*****	28-32
Staff	*****	33-34
Credentials	*****	35

EVENT FACT SHEET

City Tech Frost Bites
"Warm Your Palette"

Description:	Tasting event of 20 of the best neighborhood restaurants, wines, and breweries in NYC. unlimited tastings. RAIN, SLEET, SNOW, or SHINE!
Attendance:	Serving 500 guests
Theme:	Winter Woodland
Date:	Saturday, January 14, 2017
Time:	6-10 P.M. VIP Admission ; 7-10 P.M. General Admission
Where:	Penthouse 45, 432 West 45th Street, New York, NY 10036
Tickets:	General \$125 per person (Students can use code "Frosty" at checkout for \$25 off admission, at the door \$150 (Cash ONLY!!), VIP \$500 per person
Box Office:	Advance: www.frostbitesnyc.com At Door: Enter venue and visit "cashier" table
Beneficiary:	Proceeds from the event will benefit the New York City College of Technology's Hospitality Management Scholarship Fund. Three Hospitality Management students will receive a \$1,000 scholarship each to be used toward their further education in Hospitality Management.
Sponsorship:	Kevin Hom, Dean of New York City College of Technology
Event Director:	Kristen Kruck, KGK Events at 917-826-0374, kkruck20@kgkevents.com
Honorary Chairs:	Stephen Hanson, President and Founder, BR Quest Hospitality Elizabeth Schaible, Chair of the Hospitality Management at New York City College of Technology
Restaurant Chair:	Executive Chef Chris Meenan, Blue Water Grill
Wine Chair:	Christopher Nicholson, Red Hook Winery
Credentials:	1. VIP Guests at 6 P.M. Admission: White Snowflake Shaped Credential/ Blue Lanyard 2. General Admission at 7 P.M. Admission: Blue Snowflake Shaped Credential/Black Lanyard 3. Exhibitors: White T-Shirts with Exhibitors Logo 4. Media/Press: Black Credential/White Lanyard 5. Staff & Volunteers: Snowflake Pins
Staff Dress Code:	Staff must be dressed in black button down, black dress pants, and black shoes.

BENEFICIARY FACT SHEET



Presented by New York City College of Technology

Beneficiary: the New York City College of Technology, CUNY,
Hospitality Management Department

Mission: New York City College of Technology is the designated college of technology of The City University of New York, currently offering both baccalaureate and associate degrees, as well as specialized certificates. New York City College of Technology serves the city and the state by providing technically proficient graduates in the technologies of the arts, business, communications, health and engineering; human services and law related professions; technical and occupational education; and liberal arts and sciences. The College provides access to higher education for New York City's diverse population and assures high quality in its programs by a commitment to outcomes assessment. The College also serves the region by developing partnerships with government agencies, business, industry and the professions and by providing technical and other services.



The Hospitality Management program opens the door for students to pursue a promising career path across a wide range of industry sectors including the substantial tourism industry in New York. Students compete in and win national professional culinary and pastry competitions

Website: <http://www.citytech.cuny.edu>



OVERVIEW SCHEDULE OF EVENTS

Time	Description	Vendor/Contact Information
<i>Pre-Event (Day Before)</i>		
10:00 A.M.	Meeting with event staff	
11:00 A.M.	Confirm date/time with vendors	
1:00 P.M.	Lighting & Heater load-in and installation	Pro AV Rentals (800) 884-0653 Party Unlimited (310) 641-5601
1:30 P.M.	Furniture load-in	CORT Furniture (888) 360-2678
2:00 P.M.	Gift bag products arrival	
2:30 P.M.	Signage set-up for tables	
<i>Pre-Event (Day of)</i>		
7:00 A.M.	Kristen and KQK Event Staff arrive on location	Kristen (917) 826-0374
7:30 A.M.	KQK Event Staff Breakfast	
8:00 A.M.	Decor Load-In (vendor stations, dining areas)	
9:00 A.M.	Event volunteers (first shift) Arrive	
9:30 A.M.	KQK Event Staff and Volunteer Frost Bite Production Meeting	



Time	Description	Vendor/Contact Information
10:00 A.M.	Dress Tables Vendor Tables - KGK Staff Cocktail Tables/Chairs - Volunteers	
11:00 A.M.	Gift Bag Assembly by KGK Staff	
12:00 P.M.	Alcohol, Ice, and bar supplies arrive	Thomas Ice Cube Co. Inc. (718) 456-0033
1:00 P.M.	Non-Alcoholic beverages arrive	
2:00 P.M.	Vendors arrive and check-in (Group A)	
2:30 P.M.	Vendors arrive and check-in (Group B)	
3:00 P.M.	Event Staff arrives and check-in (second shift volunteers, bartenders, servers, coatcheck)	
3:30 P.M.	Production Meeting	
4:00 P.M.	Photo Booth and DJ arrive (photo and sound check performed)	Afino Entertainment (732) 966-2976 Snapshot Photo Booths (860) 356-2266
4:00 P.M.	T-Shirt distribution by volunteers	
4:30 P.M.	Ice sculpture arrival	Apple Ice (866) 877-3360
5:00 P.M.	Ice distribution by event volunteers	
5:00 P.M.	Security staff arrival	Citadel Security Agency (212) 509-5570
5:30 P.M.	Final event overview performed by Kristen	
6:00 P.M.	V.I.P. Guest Admission/Gift Bag Distribution	
7:00 P.M.	General Admission/Gift Bag Distribution	



Time	Description	Vendor/Contact Information
9:00 P.M.	Drawing for vacation Contest announced by Groupon CEO Rich Williams	Groupon (866) 664-4482
9:30 P.M.	Last call for alcohol	
10:00 P.M.	End of Event	
10:30 P.M.	Staff dismissed	

VENUE FACT SHEET

(Information courtesy of Penthouse 45)

Venue:	Penthouse 45
Description:	Penthouse 45, Manhattan corporate event space, offers gorgeous 360-degree views of the New York City skyline and the Hudson River. Floor to ceiling windows, high ceilings, outdoor wrap around terrace and multimedia amenities make this NYC penthouse a great location for your next private event.
Where:	432 West 45th Street, New York, NY 10036
Square Footage:	2,500 square feet of indoor space 1,750 square feet of outdoor space
Transportation:	Subway: A, C, E, 1, 2, 3, N, Q, R, 7, To Times Square, and Shuttle to Grand Central Station. Bus: M34A, M11, M42.



General Space Features:

- * 9' and 18' ceilings
- * Professional grade kitchen equipped with:
 - 2 wolf ovens, microwave/convection oven, and cooktop dual burner
 - bosh dishwasher
 - sub zero refrigerator and ice machine
- * Cherry hardwood floors
- * 2 Limestone bathrooms
- * Coat closet
- * Restored fireplace

Tech Features:

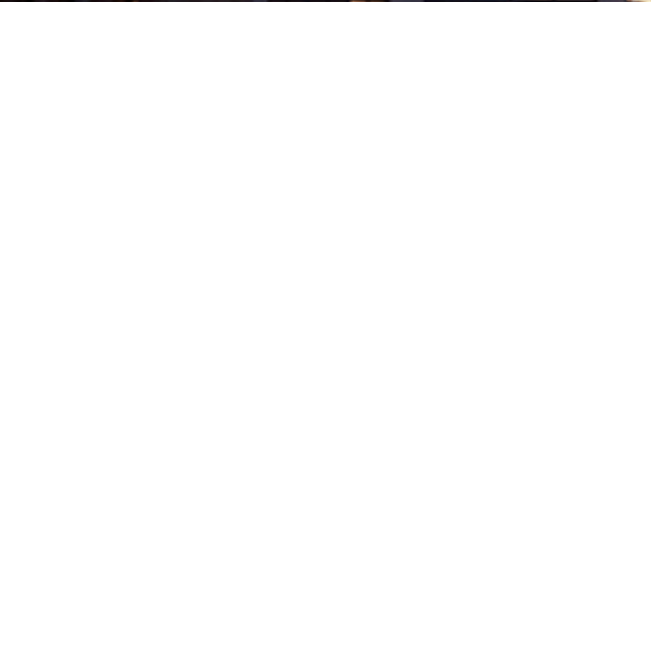
- * WiFi Access
- * Bose ControlSpace Control Center
- * Surround Sound
- * QSC CX168 AMPS
- * Blu-Ray DVD Player
- * HD Cable TV
- * 10' HD Projection Screen
- * Sony BNZP-D1 Digital Media Player
- * (6) 42" LCD Monitors
- * (2) 60" Monitors in Lobby
- * Wireless Microphone
- * Theater-Style Lighting System

Furniture Options (Included in Rental Fee)

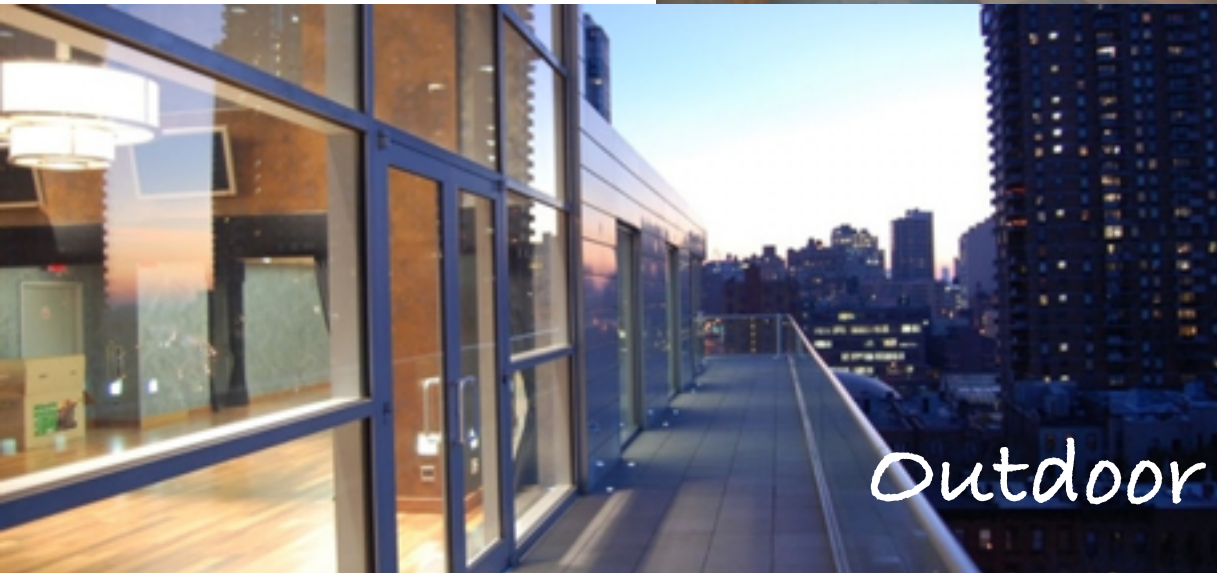
- * Tables - 30", 60", 72" Round or 72" x 30" Rectangular
- * Seating - Reception chairs and bar stools
- * 6' Wood and stainless steel bar
- * Stainless steel ice bin carts
- * Coat racks
- * Pipe and drape system
- * Wood podium



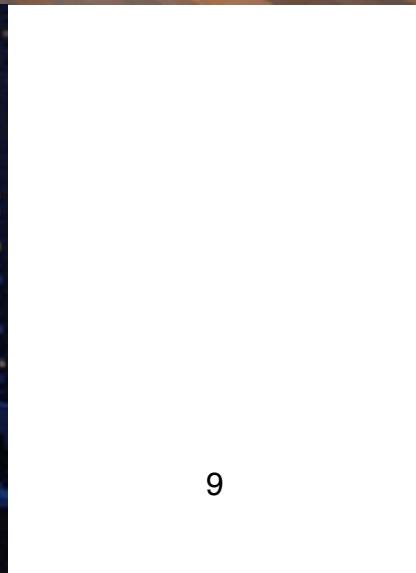
Exterior



Interior



Outdoor





SITE DIAGRAM

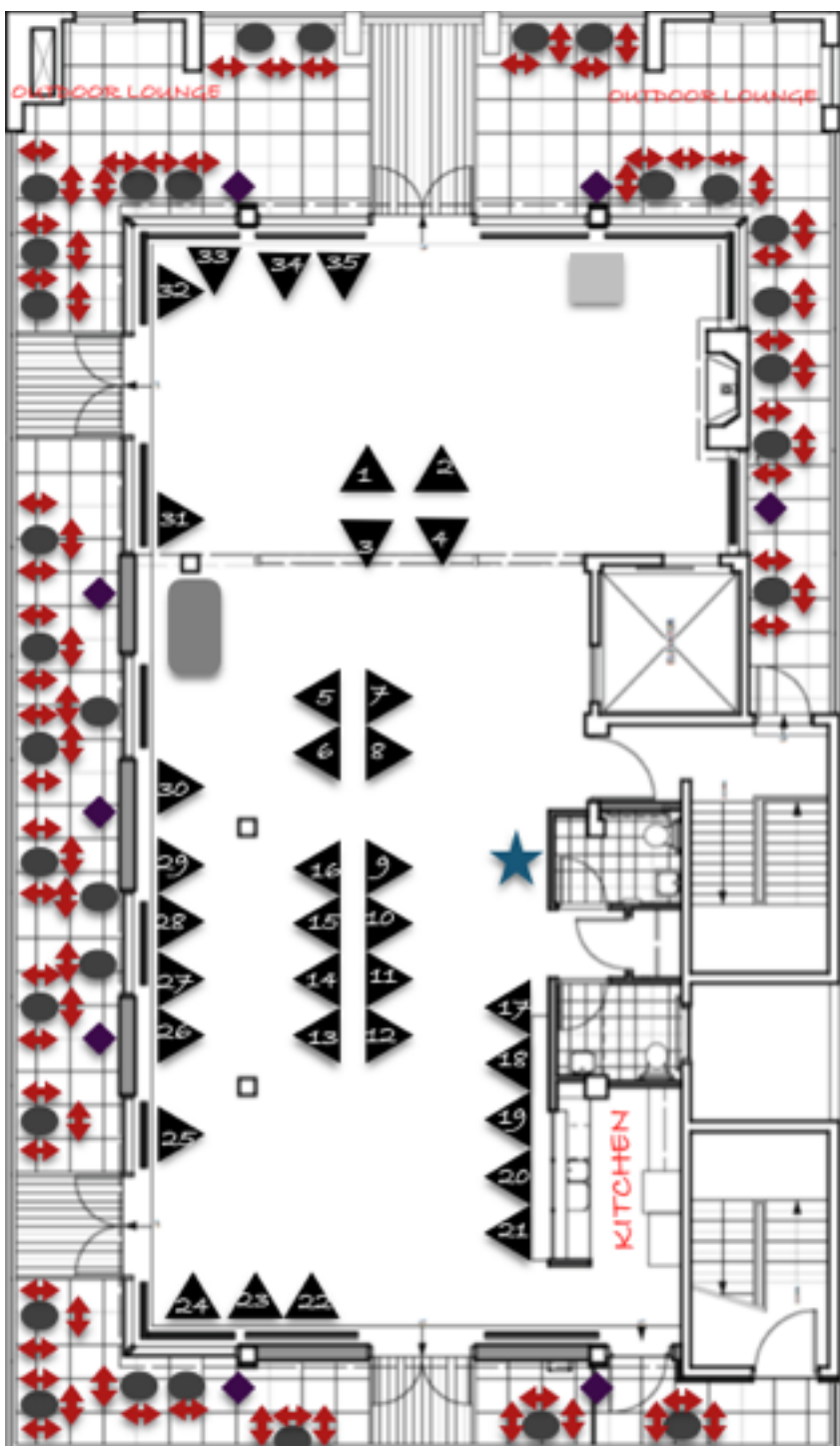















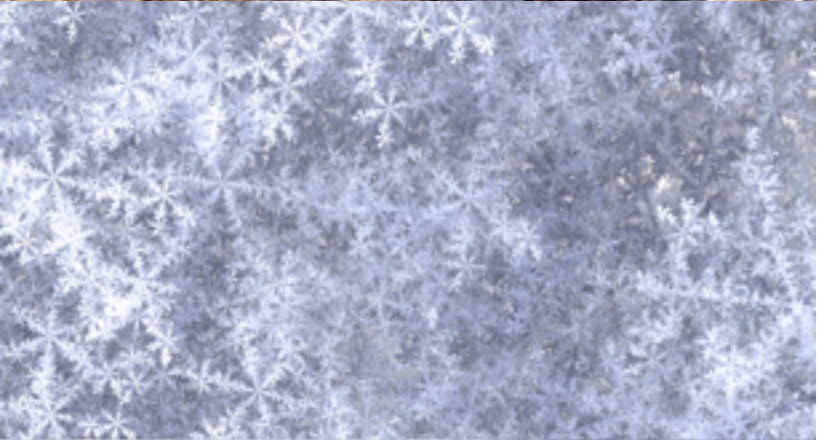
Diagram Key:

-  : fireplace
-  : elevator
-  : patio doors
-  : stairwells
-  : electrical outlets
-  : restrooms
-  : DJ Booth
-  : Photo Booth
-  : 30" Round Cocktail Tables
-  : 26" Tall Dining Chairs
-  : 6' Rectangular Vendor Tables (with station #'s)
-  : Outdoor Heaters
-  : Ice Sculpture



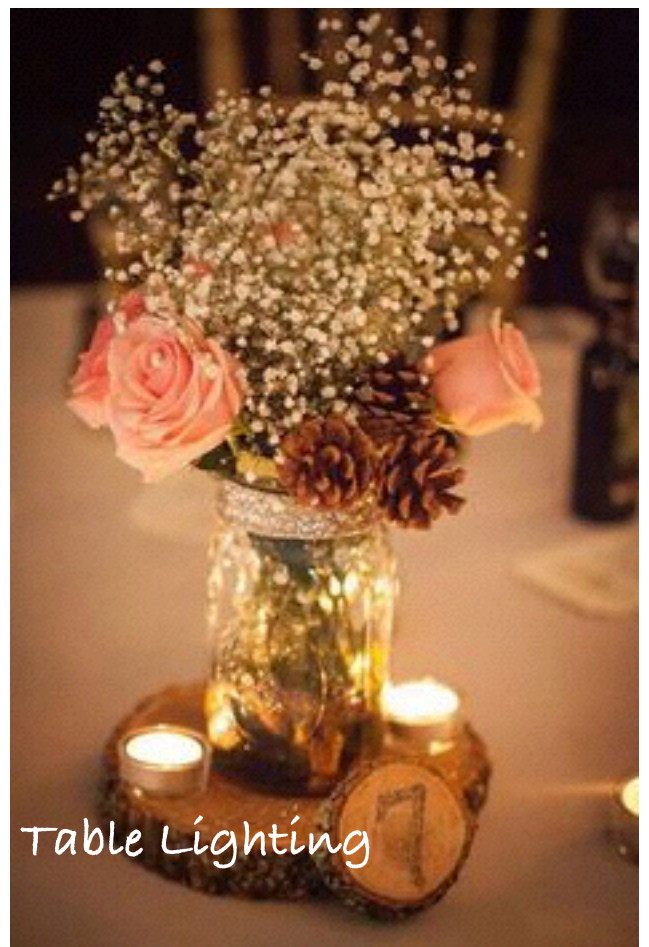
Theme and Decor

Inspiration:





Lighting:



Rentals:



Cocktail Dining Tables



Dining Chairs



Outdoor Heaters



Vendor/Sponsor Tables



Snowflake Ice Sculpture

Decor:



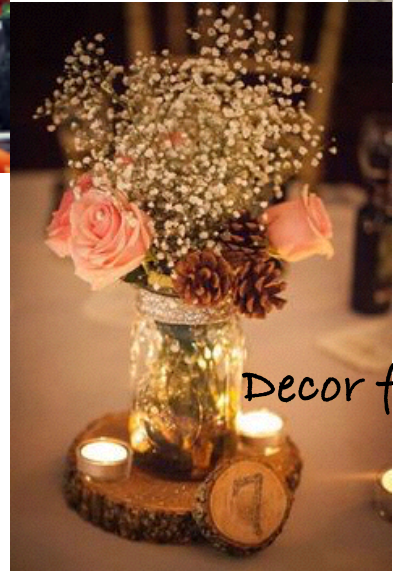
Stand for Dessert vendors



Stand for Food vendors



Decor for vendor Tables



Decor for Dining Tables



Invitation



Inspiration





Front of Invite





Inside of Invite





Participating Restaurants

(Pullout in Invite)

15 EAST
Blue Water Grill

BREADS BAKERY



Casa
MONO

IRVINGTON

LAUT
MALAYSIAN SINGAPOREAN THAI

ribalta

T
TARALLUCCI
E VINO

abc kitchen
BOCCA
Restaurant and Bar

DORADO
Tacos & Quesadillas

FLORIAN
TRATTORIA • PIZZA • BAR

Japonica



CHOCOLATE BY THE BALD MAN
MAX BRENNER

Rosa Mexicano
DESDE 1984

the
gander
bar room & restaurant

Tocqueville

Artichoke

Body
and
Soul
BAKE SHOP

GRAMERCY
TAVERN

PB
PONTY BISTRO
CREATIVE FRENCH • AFRICAN CUISINE SINCE 2008

STRIP HOUSE

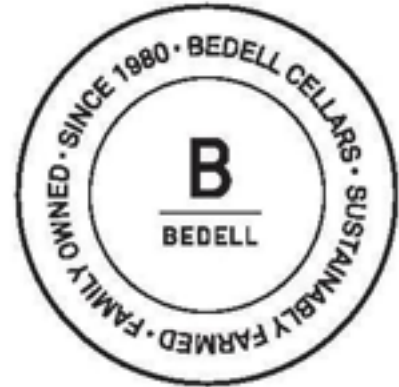
Zio
RISTORANTE NYC



Participating Beverages



Participating Wineries





Sponsors



EXHIBITOR LIST

Frost Bites 2017		Frost Bites 2017	
ALPHABETICAL		ALPHABETICAL	
EXHIBITOR NAME	Station #	EXHIBITOR NAME	Station #
15 East	2	Groupon	N/A
ABC Kitchen	20	Grub Hub	N/A
Artichoke	29	Irvington	3
Baiting Hollow Farm Vineyard	19	Laut	9
Bedell Cellars	34	Japonica	11
Blue Water Grill	30	Max Brenner	33
Bocca Restaurant and Bar	15	New York Distilling Co.	4
Body and Soul Bakeshop	32	New York Spring Water	21
Breads Bakery	26	Ponty Bistro	10
Brooklyn Brewery	22	Red Hook Winery	5
Brooklyn Roasting Company	31	Ribalta Pizza Restaurant	17
Brooklyn Winery	12	Rosa Mexicano	13
Casa Mono	27	Strip House	6
Channing Daughters	28	Taralucci E vino	7
Chase	N/A	Target	N/A
City Winery	8	The Gander	35
Coca-Cola	23	the Original Long Island Iced Tea	24
Expedia	N/A	Whole Foods	N/A
Florian	25	Zio Ristorante	14
Gramercy Tavern	1		

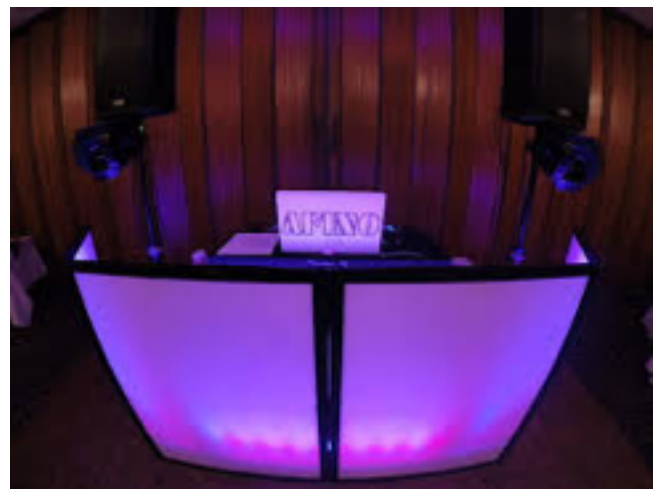
23 Restaurants
 6 Beverage Companies
 6 Wineries/Vineyards
 6 Sponsors (N/A)
 = 35 Stations

ENTERTAINMENT

DJ:

Music provided by Afino Entertainment

DJ Booth



"What do we do? Entertainment. We customize each and every event to exceed expectations. Every event is different. Every idea is unique. Let us create the perfect day for you and your guests."

(Provided by Afino Entertainment)

** Guests attending Frost Bites will enjoy their tasting with an accompaniment of today's greatest hits, along with sounds of the season - all provided by Afino Entertainment*



Photo Booth:
Provided by Snapseat Photo Booths

Photo Booth Background



Photo Booth Props



* Guests are encouraged to hashtag their photos taken at Frost Bites on social media with #frostbitesnyc

GIFT BAGS



General Gift Bags: (Red and White)

- \$25 Chase Prepaid Card
- \$20 Groupon Voucher
- \$25 Target Gift Card
- \$15 Whole Foods Gift Card
- \$15 Grub Hub Voucher

V.I.P. Gift Bags (Black)

- \$50 Chase Prepaid Card
- \$40 Groupon Voucher
- \$50 Target Gift Card
- \$30 Whole Foods Gift Card
- \$30 Grub Hub Voucher
- \$50 Expedia Voucher
- 2 Bottles of wine, (one red, one white),
from our participating wineries)

* Each attendee will be entered to win a 5 day, 4 night trip to Aspen, including flights, hotel, and breakfast, courtesy of Groupon.



SECURITY

Security:

Provided by Citadel Security Agency

CITADEL

"CITADEL SECURITY AGENCY has been one of the leading private security companies in New York City since 1981. Founded by a retired NYPD Detective and a retired Sergeant to provide Special Event Security, Trade Show Security, and Security Guards, Citadel has built a reputation as the go-to provider for security guard services in New York City. From private functions to fashion shows, escorts to doormen, Citadel Security provides its clients with professionalism, reliability, and peace of mind."

(Provided by Citadel Security Agency)





MENUS

Food:

15 East

Chef Noriyuki Takahashi

Wagyu Beef Tataki:

black truffle, wasabi leaf, miso yuzu kosho

ABC Kitchen

Executive Chef Dan Kluger

Shaved Raw Fluke, Horseradish, Celery Root and Lemon

Artichoke

Artichoke Pizza Slice:

artichoke hearts, spinach, cream sauce, mozzarella
and pecorino romano cheese

Blue Water Grill

Executive Chef Chris Meenan

Mini Lobster Rolls

with herb aioli

Bocca Restaurant and Bar

Chef James Corona

Polpettinedella Nonna:

veal meatballs, tomato sauce, grated parmigiano

Body and Soul Bakeshop

Chef Scott

Gluten-Free Chocolate Brownie

Gluten-Free Blueberry Almond Tea Bread

Lemon Vanilla Cornbread

Breads Bakery

Cheese Straws

Marzipan Challah

Rugelach



Casa Mono

Executive Chef Andy Musser

Quail with Lardo Iberico Infused Potato Puree, Black Fermented Garlic, and Maitake

Dorado Tacos

Chef Douglas Organ

Gluten-Free Grilled Zucchini & Red Pepper Veggie Taco:

*roasted tomato-habanero salsa, guacamole, cojita cheese, queso fresco, and monterey jack
cheese*

Elote:

mexican style grilled corn, mayo, limo, cojito cheese

Florian

Chef Brando de Oliveira

Garden Minestrone Soup

Gramercy Tavern

Executive Chef Michael Anthony

Duck Liver Mousse, Pickled Vegetables and Grilled Bread

Irvington

Chef David Nichols

Tuna Tartare:

avocado, radish, harissa & mezze chips

Japonica

Chef Luciano Ramirez

Beef-Gyoza

Laut

Chef Salil Mehta & Chef Chee sin Yap

Satay Chicken:

with spices on skewers with spicy peanut sauce

Max Brenner

Crystal Churros Fondue:

*muddled raspberries, warm toffee sauce and
milk or white chocolate for dipping*



Ponty Bistro

Chef Cisse

Truffle Macaroni and Cheese
with truffle oil

Ribalta Pizza Restaurant

Chef Pasquale Cozzolino

Fried Calamari
with parsley and lemon aioli sauce

Rosa Mexicano

Chef Josefina Howard

Gluten-Free Sopa de Tortilla:

roasted tomato-pasilla chile broth with grilled chicken, sliced avocado,
shredded Chihuahua cheese, crema fresca and crispy tortilla strips

Strip House

Executive Chef Michael Vignola

Surf & Turf Tartare:

hand-cut filet mignon, spicy maine lobster, chopped tomato, shaved radish

Tarallucci E Vino

Executive Chef Cara Hermanson

Cipolline Marinade:

cipolline onions marinated in balsamic vinegar

The Gander

Chef Jesse Schenker

Roasted Brussel Sprouts, Apple Gastrique

Tocqueville

Chef Marco Moreira

House Cured Terrine of Hudson Valley Foie Gras:

malbar pepper crust, fruit chutney, roasted fig, and toasted brioche

Zio Ristorante

Chef Max Convertini

Capesante:

pan seared scallops, fennel, raisins, black olives, celery, pine nuts

Beverages:

NON-ALCOHOLIC:

Brooklyn Roasting Company
Colombia Santa Barbara, Mocha Java,
+ Peruvian Decaf

Coca-Cola
Glaceau SmartWater, Regular
+ Sparkling

New York Spring Water
Aqua 84
+ Blast Acai Berry

the Original Long Island Iced Tea
Lemon, Southern Sweet Tea,
+ Green & Honey Tea


ALCOHOLIC:

Brooklyn Brewery
Brooklyn Insulated Dark Lager
+ Brooklyn Sorachi Ace

New York Distilling Co.
Ragtime Rye (American Straight Whiskey)
+ Dorothy Parker (American Gin)



* Cocktails served by New York Distilling Co.
will contain light up ice cubes.



WINE LIST:

Baiting Hollow Farm Vineyard

WW: 2014 White Satin

RW: 2013 Cabernet Sauvignon

Bedell Cellars

WW: Gewurtztraminer 2014

RW: Malbec 2014

Brooklyn Winery

WW: 2013 Chardonnay - Barrel Fermented

RW: 2011 Syrah

Channing Daughters

WW: 2015 Pinot Grigio

RW: 2015 Rosso Fresco (Merlot)

City Winery

WW: 2015 SoHoVignon Blanc

RW: 2014 Pinot Noir SPRING STREET

Red Hook Winery

WW: 2009 Jamesport Vineyard Riesling

RW: 2009 Jamesport Vineyard Petit Verdot

STAFF FACT SHEET

Presented by New York City College of Technology:

Event: City Tech Frost Bites
Beneficiary: New York City College of Technology - Hospitality Management Scholarship Fund
Website: www.frostbitesnyc.com
When: Saturday, January 14, 2017
Time: V.I.P/Press 6-10 P.M.
General 7-10 P.M.
Where: Penthouse 45, 432 West 45th Street
New York, NY 10036
Transportation: Subway- A, C, E, 1, 2, 3, N, Q, R, 7, To Times Square, and Shuttle to Grand Central Station. Bus- M34A, M11, M42.



Call Time: Please arrive onsite 30 minutes prior to your scheduled call-time to check in with Miranda and receive your credentials and assignment.

Uniform: See attached. You must adhere to the following guidelines:
- Do not wear perfume or cologne.
- No visible tattoos, use concealer to cover-up tattoos.

Contact: Kristen Kruck, Event Coordinator
(917) 826-0374
kkruck20@kgkevents.com

Staff Meals: Light snacks, including sandwiches/bagels, and beverages will be provided to staff.
- Staff is NOT allowed to eat food served by restaurants.
- Alcohol consumption is absolutely NOT permitted. Any staff member caught consuming alcohol will be IMMEDIATELY dismissed.

Participating Restaurants and Wineries:

15 East. ABC Kitchen. Artichoke. Blue Water Grill. Bocca Restaurant and Bar. Body and Soul Bakeshop. Breads Bakery. Case Mono. Dorado Tacos. Florian. Gramercy Tavern. Irvington. Japonica. Laut. Max Brenner. Ponty Bistro. Ribalta Pizza Restaurant. Rosa Mexicano. Strip House. Taralucci E vino. The Gander. Tocqueville. Zio Ristorante. Baiting Hollow Vineyard. Bedell Cellars. Brooklyn Winery. Channing Daughters. City Winery. Red Hook Winery.

STAFF UNIFORMS

Female Staff:

- Sleek, ironed black long sleeve button-down shirt.
- Sleek, ironed back dress pants.
- Black, closed toe shoes.
- Hair must be neatly pulled back in a ponytail or bun.



* Snowflake Pin provided by K&K Events and worn on all staff shirts.

Male Staff:

- Sleek, ironed black long sleeve button-down shirt.
- Sleek, ironed back dress pants.
- Black, closed toe shoes.
- Hair must be neatly kept, facial hair is OK but must be neatly trimmed.



CREDENTIALS

V.I.P Guests

(6 P.M. Admission)

White Snowflake/Blue Lanyard:



General Guests

(7 P.M. Admission)

Blue Snowflake/Black Lanyard:



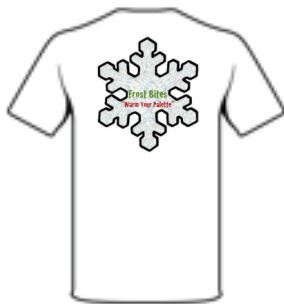
Exhibitors

(2:30-5 P.M. Arrival)

(F) White T-Shirt with Exhibitors Logo

(B) Frost Bites Logo

Example (Tocqueville):



Media/Press

(5 P.M. Arrival)

Black Credential/White Lanyard:



Staff/Volunteers

(30 Minutes Prior to Shift)

Snowflake Pin:

