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For Immediate Release

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

**October 7<sup>th</sup>, 2017 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 13<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.

Commercial Exhibits receive an “Excellence Award” for first and second place. The first place winner for Best Overall Commercial Exhibit went to “ABEL Enterprises”. Their booth space was well laid out for movement of visitors to flow from one area to the next. This booth had several different components to it but all of them blended and related to the business. ABEL Enterprises promotes skill development for mental illness/addiction for residents living in Haldimand-Norfolk who have a desire to learn new skills. They also offer employment training to provide the opportunity to gain transferable skills with skilled trades’ people. The skills you gain can assist you with your goal of obtaining employment. There was even something for the kids to build with puzzle pieces.

Second place went to “South Coast BBQ Fire Pits”. 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. The BBQ pits could be purchased with a large pan that fit over the pit or a grill that could be used for cooking as well. There are many different options and choices to choose from.

Food Concessions received an “Excellence Award” for first and second place. First place for Best Overall Food Concession went to “Haldimand-Norfolk Junior Farmers”. When it comes to fair food people think of corn dogs, funnel cakes and cotton candy and there isn’t anything wrong with that! Fair food has come a long way and some of it is very creative, a

little edgy at times and some of it gourmet! The Junior Farmers booth is a staple to the Fair. You can't walk by without smelling the heart warming aroma of bacon! There is always a line-up for bacon on a bun, but it's worth the wait! This year along the side of the booth was a wooden cut out for kids, Mom's and Dad's to poke their head through for a photo! Who doesn't want to be a lamb or a little pig driving a tractor?

Second place went to "Baked Barista" for their Gourmet Coffee. This is a new booth to the fair this year, and what a colourful, clean, and appealing booth it is with decorated space around the truck with fall colours, pumpkins, & gourds. The booth speaks to what is being served with colourful signage of specialty teas, coffees and pastries. Exceptional customer service and even better tasting beverages!

Jessica Vanderschee, 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 177<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.*

- 30 -

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