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For Immediate Release

Commercial & Food Exhibitors Recognized at the Norfolk County Fair

October 7th, 2016 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 12th 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 booth for decorations, appeal to the public, service, 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 “Shiny Trading Company”. Their booth space was well laid out for movement of shoppers to flow from one area to the next. The booth had a wonderful array of colours and shiny gems, stones and even Himalayan salt lamps. You could find crystals, beads, incense, scarves, zodiac charts and birthstones. The overall feel of the booth was very warm and inviting.

Second place went to “Nordixx Pole Walking”. This booth consisted of a smaller space but was packed with valuable information. The owners provided excellent customer service and were very friendly, engaging and knowledgeable. The booth felt very comfortable and relaxing with a plant, soft lighting and a beautiful handmade appliqué banner of a fall themed forest.

Food Concessions received an “Excellence Award” for first and second place. First place went to “Gator BBQ/Curling Club Restaurant/Craft Brew Lounge”. When it comes to fair food people think of dixie 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! Gator BBQ has always delivered great food, excellent service, and delicious chicken and ribs. This year Gator BBQ took on the challenge of managing the New Craft Brew Lounge in the Curling Building by serving a Bavarian styled menu along with local craft brew. It has been a huge hit, and a great place to sit and relax and watch the ball game.

Second place went to “Hydration Station”. This is a new booth to the fair this year, and what a welcome relief for the beautiful warm weather the fair has seen this week. Large aluminum tubs filled with ice cold drinks and lots of them. A very well decorated space with fall colours, pumpkins, gourds and colourful table cloths,

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 176th 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 new craft brew lounge, plus many other special events. This year's fair has two amazing concerts featuring country singing sensation Dallas Smith on Friday and Coleman Hell on Saturday. Both nights feature Party on the Track including a mechanical bull and cash bar. Don't miss our two last night's of perennial favourites with the OTTPA Tractor Pull, and Williams Cup Demolition Championship.

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