



Valley of the Moon Certified Farmers' Market
34 West Spain Street, Sonoma, CA 95476
707-694-3611 www.SonomaPlazaMarket.org

Beer/Wine Vendor Application Important Notes

--Please fill out your application completely and thoroughly. Our Selection Committee makes their decisions from the applications, so be sure to make a good case for why you should be accepted! We strongly favor LOCAL, SMALL INDEPENDENT BUSINESSES.

--Applications received without the \$35 application fee will not be considered! Do not forget to enclose your payment.

--All required paperwork, insurance, permits, etc. do NOT need to be in place and submitted with your application. If you are accepted as a 2017 vendor, you will be notified in by March 15th and will have until late April to submit all necessary paperwork and permits.

--If you need 240 volt electricity, be sure to note that on your application, as there are limited 240 volt outlets in the Plaza. Please include a photo of your 240 plug and tell us the amperage you will need. Note that we DO NOT allow generators, so you must be sure that we have the electricity you will need.

--Our absentee policy allows each vendor ONE absence per season at no charge. Any absences beyond the first, for any reason, are charged to the vendor at their usual weekly rate, with payment expected at the next market you attend.

--2017 CHANGES: The 2017 market season will be from May through September! There will be NO MARKET on Tuesday, July 4th, and the final market of the season will be September 26, 2017. On the 2nd and 4th Tuesdays of each month, musical entertainment will be held in the Grinstead Amphitheatre instead of the horseshoe lawn. The application deadline for 2017 has been extended to February 15, 2017. Notifications to accepted vendors will be sent by March 15, 2017.

Where do you sell your products? (circle all that apply)

- | | | |
|----------------------------------|--------------------------------|---------------------------|
| Other farmers' markets | Direct to stores (#? _____) | Wholesale distributors |
| Online | Your own store, stand or cart | Festivals & fairs |
| Direct to restaurants (#? _____) | Direct to schools/institutions | Direct to food processors |
| CSA (# of subscribers? _____) | | |

Please list all other farmers' markets that you sell or have sold at: _____

Please list below all individuals that you anticipate will work at your stall (we request this information to comply with California Farmers' Market regulations and in case of emergency):

<i>Name</i>	<i>Phone number</i>	<i>Family, Friend, or Employee?</i>

Space for additional information, including any requests for a specific location within the market:

Please complete all pages of this Application. Incomplete applications may be rejected.

Submit your Application—with a \$35 application fee—to VOMCFM, 34 W. Spain St., Sonoma, CA 95476. Applications received after February 15, 2017 will be considered late and may not be reviewed for acceptance with our initial vendors to start the Market on May 2, 2017.

I agree to read, understand and comply with the Bylaws and Rules and Regulations of the Valley of the Moon Certified Farmers' Market (to be posted online at www.SonomaPlazaMarket.org). I also understand that it is my responsibility to ensure that all workers at my stall know and comply with the Bylaws and Rules and Regulations.

Signature: _____ **Date:** _____

I am a (circle one):

Beer Vendor

Wine Vendor

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Describe your business history and business philosophy: _____

Describe your product and any interesting facts about how it is made: _____

Describe the major ingredients in your product and where those ingredients are sourced from. Include information about organic and/or sustainable agricultural practices:

You must attach a list of what you propose to sell, with descriptions & prices. Any changes or additions to your product offerings must be submitted, in writing, to VOMCFM for approval prior to offering.

Permits/Registrations/Certifications

*(Attach copies of any permits, registrations or certificates, if available.
Copies will be REQUIRED prior to Market start date.):*

ABC License (Master) (California Dept. of Alcoholic Beverage Control):

License #: _____ Type: _____ Expiration Date: _____

ABC License (Farmers Market Permit) (California Dept. of Alcoholic Beverage Control):

License #: _____ Type: _____ Expiration Date: _____

Seller's Permit (California State Board of Equalization):

Permit #: _____

City of Sonoma Business License:

License #: _____

Organic:

Certifying Agency: _____ Certified since what year? _____

CDFR Organic Registration #: _____

Other Certifications/Registrations/Permits:

Type of Cert/Reg/Permit: _____

Agency: _____ Since what year? _____

Type of Cert/Reg/Permit: _____

Agency: _____ Since what year? _____