



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.

--We usually select more than one beer vendor and more than one wine vendor. The selected vendors will rotate weekly, sharing one wine stall and one beer stall at each weekly market. If we select 3 vendors and you are one of them, you will appear at the market every third week. Once selection is done, we will create and distribute to all beer and wine vendors a weekly schedule of which vendor attends which week.

--Enclose your payment! Applications without the **\$45 application fee** will not be considered!

--All required paperwork, insurance, permits, etc. do NOT need to be in place and submitted with your application. If you are accepted as a 2019 vendor, you will be notified by March 15th and will have until late April to submit all necessary paperwork and permits.

--Due to the Fourth of July holiday, there will be **NO MARKET ON JULY 2<sup>nd</sup>**!

--If you need 240 volt electricity, please note that on your application--there are limited 240 volt outlets in the Plaza. Include a photo of your 240 plug and tell us the amperage you will need. We DO NOT allow generators, so help us insure 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.

--WINE VENDORS: Due to state regulations, we **only allow estate-grown wines** to be sold.

--BEER & WINE VENDORS: To limit access to your booth, we require the back and sides of your canopy to be enclosed to at least table height. No product should be accessible by reaching into your area from the sides or rear of your stall.

--**Late Applications: Any late applications received after the February 1, 2019 deadline must pay a late application penalty of \$30. Total LATE APPLICATION FEE is \$75.**

*Please retain this page for your records—DO NOT return it with your completed application!*



**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. (Applicant should read and retain Page 1, "Important Notes,"--Do NOT submit Page 1 with your application.)**

**Submit your Application (Pages 2-5)—with a \$45 application fee—to VOMCFM, 34 W. Spain St., Sonoma, CA 95476. Applications received after February 1, 2019 will be considered late and must include a late penalty of \$30, for a total LATE APPLICATION FEE of \$75!**

**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](http://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:** \_\_\_\_\_



***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? \_\_\_\_\_

CDFA Organic Registration #: \_\_\_\_\_

***Other Certifications/Registrations/Permits:***

Type of Cert/Reg/Permit: \_\_\_\_\_

Agency: \_\_\_\_\_ Since what year? \_\_\_\_\_

Type of Cert/Reg/Permit: \_\_\_\_\_

Agency: \_\_\_\_\_ Since what year? \_\_\_\_\_