

.. P O P U P ..
G U I D E L I N E S ..

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WE ARE SHELTER

It's time to forget that tattered madness of the outside world and seek refuge from the storm. Shelter exists for the weary urban traveler to step into an intimate new world, a private alcove offering a selection of delicately crafted cocktails, precisely chosen wines and a variety of tasting items to sate one's hunger.

Do you want to showcase your cooking skills at Shelter Cocktail Bar? We have an open call for local chefs and up-and-comers, to design a menu for a pop-up that runs for a portion of the week.



PROVIDED BY SHELTER :

- A kitchen, fridge space, a stove tops, convection oven, and standard small wares
- Publicizing and promoting your event via our social media and other forms of marketing
- Publicizing and promoting your event through our Instagram and media partners
- Basic kitchen supplies and kitchen materials
- Staff training on menu service and how to sell it most effectively

PROVIDED BY CHEF :

- A sample tasting before pop up approval
- High resolution, high quality photos of the food to be featured
- A menu with item names, descriptions, and prices
- The Instagram handle you want that have associated with the menu

P O P - U P S P E C S :

- Include gluten free and vegetarian options as some of our guests will fall into these categories
- The rental fee is \$50/day + 15% of food sales for the duration of the pop up. This goes into menu design, menu printing, and Instagram advertising through our partners as well as PR efforts and online posting.
- Gratuity is not included for pop up chefs
- The chef is responsible for purchasing, prepping, and presenting the food -- all food sales, minus the 15% fee, will be transferred to the chef
- The chef is responsible for any additional staff that may be needed to provide back of house support for the weekend
- Our kitchen is open and facing the public, please wear black clothing including a black t-shirt and black pants. Aprons and other clothing can be worn in addition to this
- Plan for slower weekdays and a busier weekend, food consumption often doubles or triples on weekends
- Anticipate 20-50 covers during the week, and 60-100 on the weekend
- The visiting chef is responsible for keeping the kitchen in clean condition after their pop up. If the kitchen is deemed to be unclean or messy by our team, we will deduct a \$100 fee for cleaning. If you are unsure about the level of cleanliness required, please speak to the manager on duty.

PROCESS

- 1 . Chef application with food concept
- 2 . Shelter + chef meeting
- 3 . Menu tasting and approval
- 4 . Pop-up date confirmation
- 5 . Pop-up event marketing
- 6 . Pop-up public facing
- 7 . Numbers review and payment



A D D I T I O N A L N O T E S

- We strongly recommend preparing in advance for the weekend, please let us know if you need early access to the kitchen for prep or storage
- The menu may be rejected at any stage for any reason by Shelter
- Shelter is responsible for providing the space, marketing, menu, and kitchen equipment to the chef, all additional equipment, food, and other costs during the pop-up are the responsibility of the chef. The chef may request Shelter provide monetary or material support prior to their art creation, Shelter reserves the right to approve or deny these requests based on their own discretion
- We encourage inviting friends, family, and colleagues to attend the event and support you

.. S E E K S H E L T E R ..

