

BITE BY BITE

SUNDAY, APRIL 12, 2026

CROWNE PLAZA HOTEL
12 P.M. - 3 P.M. & 5 P.M. - 8 P.M.

BITE BY BITE

CALL FOR VENDORS

OVERVIEW

We're excited to share that BITE BY BITE will be returning for its second year on Sunday, April 12th, 2026! BITE BY BITE is the ultimate Downtown Kitchener food festival, and year one proved to be a major success. All 1,000 tickets sold out within just 15 days, and our 22 DTK vendors delivered delicious samples to all attendees.

Our four competition winners in year one were: Tamasha, KW Empanadas, Coven Market, and The Caribbean Kitchen.

Year two is shaping up to be even bigger and better. We're securing another 15-20 DTK vendors, bringing back delicious samples, and reigniting the competitive spirit. We're thrilled to once again partner with the Crowne Plaza to deliver the ultimate food festival experience across all their boardrooms.

Each vendor will have the option to provide either a "sweet" or "savoury" sample (or both!). Upon arrival, attendees will receive a foodie passport, allowing them to sample all the "bites" and vote for their favourites. Vendors with the most votes will be awarded "Best Sweet" or "Best Savoury". The two ballrooms will be activated with live music, entertainment, beverage areas, and more. As in year one, four guest judges will select the winners of the Judges' Choice awards. We will sell 1,000 tickets in total again.

BITE BY BITE is a fun competition, but it's more importantly a platform to showcase our growing downtown food scene. It's an opportunity to market your business, showcase your food, and connect with new customers.



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2026 CHANGES

- **New event times:** 12-3 pm & 5-8 pm (previously 2-8 pm), with 500 tickets sold per seating
- **Increased vendor starting payment:** \$500 (previously \$200)
- **Ticket price:** \$20 per person (previously \$10), split evenly among all vendors
- **Winner prizes:** Each of the four winners will receive an additional \$500 (previously \$200)
- **Vendor earnings:** All vendors will receive approximately \$1,500-\$2,000 (previously approx. \$800)

PRIZING/CONTEST

As in year one, all attendees will receive a passport to sample dishes and vote for their favourites. Awards will be presented in the following categories:

- People's Choice: Best Savoury
- People's Choice: Best Sweet
- Judges' Choice: Best Savoury
- Judges' Choice: Best Sweet

BITE BY BITE continues to fill a missing gap in downtown event culture. This event directly supports 15+ DTK businesses by providing opportunities to showcase their offerings, connect with the broader community, and introduce their food to new customers.

From an attendee perspective, BITE BY BITE offers a unique opportunity to discover new DTK businesses while embracing their competitive spirit by acting as "judges" and voting for their favourite samples. It's truly a win-win event.



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BECOME A VENDOR

Join us as a vendor for this year's BITE BY BITE festival and showcase your amazing business! As a vendor, you'll reach new customers, unleash your competitive spirit, and highlight your delicious food.

HOW IT WORKS

The DTK BIA is offering vendors a \$500 honorarium to participate in this event. Tickets will be sold for \$20 each, and all ticket sales will be evenly distributed among participating vendors, in addition to the honorarium. On top of that, the four winners will receive an additional \$500 each.

All vendors must provide enough product to offer each attendee one sample. Final attendance numbers will be shared with vendors during the week of the event; however, we anticipate a full sell-out (1,000 attendees total).

The event runs from 12-3 pm and 5-8 pm, with a two-hour break in between to allow vendors time to restock and take a break. Each event time will host a maximum of 500 attendees. All vendors are required to participate in both event times.

Each vendor must provide samples for either the "sweet" or "savoury" category. Vendors may participate in both categories; however, this will require double the product to ensure attendees can sample both offerings. Samples can be small (1-2 bites).



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HOW IT WORKS

Signing up is free, and a table and booth are provided at no cost. We strongly encourage vendors to bring marketing materials such as banners, posters, brochures, business cards, and more.

Space is limited, so please confirm your participation by Monday, March 2nd, 2026.

Link to apply: [2026 BITE BY BITE VENDOR APPLICATION](#)

Please feel free to reach out if you have any questions. I look forward to working with you!

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