



The Town of Kersey in corporation with the Kersey Pedal the Plains committee (TOKPTP) is seeking a Request for Proposal from local non-profits to produce meals for the Pedal the Plains start and finish line in Kersey, CO. The start day will be Friday, September 15th and riders will finish their bike ride in Kersey on Sunday, September 17th. **Proposals are due Friday, June 30th by email to jcochran@kerseygov.org .**

SPECIFICATIONS:

- ❖ Pedal The Plains promotes a farm-to-table concept, and it is important that—to the extent possible—you serve meals authentic to the region, using locally sourced products (produce, meat, etc.).
- ❖ Please include a list of food and their providers so Pedal the Plains can set up a ‘Source Board’ near community meals to highlight the local ingredients used to prepare the meals.
- ❖ Local groups should be arranged to provide community meals/snacks at a low cost (usually \$4 - \$10).
- ❖ **WATER:** Please have plenty of potable water, free of charge, available at all meals.
- ❖ PTP requires that all food vendors (both in town and on the route) use recyclable or compostable serving products. You may buy these items in bulk through our partners at ZeroHero or through other distributors.
- ❖ PTP will provide an F&B seed fund of \$1,000 to help cover serving products and assist with sourcing food locally

9/15 – Start Line/Registration/Arrival Day

Breakfast/Lunch or Brunch and/or Snacks-

Pedal The Plains works with FFA to provide lunch **on the route** at no cost to the participants. The start day will see a steady flow of people arriving from 9:00 a.m. – 3:00 p.m. It is quite possible that many participants will have eaten prior to their arrival or will wait to eat their meal on the route. **3-Day Riders - Served approx. 8:00 a.m. – 2 p.m. tentative.** at the Headquarters Site for approx. 100 - 200.

9/17 – Finish Line

Lunch/BBQ: Served at Centennial Park concert and Broncos game will be part of the festivities. The finish line festival and expo will see a lot more business than the start day. Finish Day- **Served approx. 10:00 a.m. - 4:00 p.m.** at the Entertainment Site for approx. 700 - 800 (*number of meals will be dependent on final registration count.*) Please carefully review the information below for suggested menu items for each meal.

FOOD PROMOTION & MENU IDEAS

Again, the success of community meals has generally depended upon three factors:

- How well the meals are promoted
- The type of food served
- Preparation of authentic eastern plains ingredients/meals

PROMOTION

You can plan to sell and serve all your meals at Centennial Park in Kersey, CO. Pedal The Plains will print meal times, locations, menus and pricing in the cyclists' Mapbook. Make sure that the information the Community Coordinator has for the Mapbook is accurate. Riders will refer to this book frequently. In addition, you can promote the meal at the Pedal the Plains site by using signs, distributing flyers to riders, etc.

MENU

PTP and its partners will work closely with you to create an authentic farm-to-table menu for all community meals. However, most riders are interested in foods that are high in complex carbohydrates and low in fat, there is a wide variety of people on the Tour. For simplicity's sake, they can be divided into two groups:

- **Granola Heads** - These people cringe at the thought of fats and processed sugars. Complex carbohydrates are their life.
- **Human Disposals** - These people do not want to hear about "nutrition". They will pedal up to the first aid station fueled by a breakfast of bacon and eggs, stop along the route for Snickers or two, then coast into town for barbecued ribs and beer.

Not surprisingly, your community meals will be most successful if you can satisfy both of these groups. Please make sure there are sufficient quantities of foods. **TIPS**

- Contact local food distributors, grocery stores, farms and commodity groups for food donations or discounts. **We strongly recommend arranging to buy in large quantities (cases) and return any unused and unopened portions.**
- Contact local organizations that coordinate fundraiser meals (i.e. pancake breakfast) for assistance with quantities, prices, etc.
- Keep in mind that cyclists will eat more than the average hungry person does.

If you have questions about quantities to order or menus, please contact:
Jay Cochran at 970-353-1681 or by email at jcochran@kerseygov.com

SUGGESTED MENU ITEMS

In our history of coordinating bicycle tours, we have found these items to be popular; however it is our goal to make the meals more authentic to your region. **BREAKFAST/LUNCH/SNACKS 9/15**

Since many people may have already eaten or will wait for the on route meal, please consider selecting only a couple of items to sell and offer them a la carte, or simply chose to only serve snack items. Whatever you decide, we will help message to our cyclists.

Granola Head Suggestions

Breakfast	Lunch	Snacks	Beverages
Pancakes	Fresh Fruit	Pizza	Decaf Coffee
Hot and Cold Ceral	Sandwiches	Baked Goods	Milk (low fat)
Bagel/Cream Cheese	Wrapes	Fruit	Juice
Fresh Frust		Popcorn	Smoothies
Yougurt (Assorted Flavors)			
Muffins			
Granola			

Human Disposals Suggestions

Breakfast	Lunch	Snacks	Beverages
Hard Boil Eggs	Burgers	Pizza	Coffee
Bacon	Hot Dogs	Chips	Soda
Grab n' Go Breakfast Burritos	Burrito Bar	Cookies	Milk Shake
Breakfast Casserole/Soufflé		Ice Cream	Smoothies
French Toast		Cake	
Hash Browns/Breakfast Potatoes		Brownies	
Donuts			
Croissants/Danish/Cinnamon Rolls			

LUNCH 9/17

Suggestions:

- When developing your menu please keep in mind that we would like to have meals created that use locally sourced foods.
- In the past, we have seen great success with buffet style lunches at the finish line.
- It may also work to select a theme, i.e. BBQ, Mexican, American, Picnic, etc., to help narrow down the choices.
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Granola Heads	Granola Heads	Human Disposals	Human Disposals
Lunch	Beverages	Lunch	Beverages
Fresh Fruit (Whole, Salad, Kebabs, Raisins, Watermelon, Cantaloupe, etc.)	Lemonade	Burgers	Soda
Sandwiches (Veggie, Turkey, Tuna, Grilled Chicken on Baguettes/Bagels, etc.)	Fruit/Yogurt “Smoothie”	Chicken	Milkshake
Tortilla “Wraps”	Burrito Bar	Hot Dogs	
Baked Potato Bar	Iced Tea	Taco/Burrito Bar	
Cheese & Chicken Quesadillas		Fajita Bar	
Hash Browns/Breakfast Potatoes		Pasta	
Vegetarian Black Bean Burgers		Sandwiches (BBQ, Ham, Roast Beef, etc.)	
Cold Salads (Pasta, Potato, Rice, Bean, Veggie, Cole Slaw, etc.)		Potato/Tortilla Chips	
Breadsticks/Garlic Bread/Rolls with Butter		French Fries	
Spinach/Green Tossed Salad w/ Dressings		Assorted Cookies	
Chicken		Ice Cream	
Corn on the Cob		Cake	