



13TH ANNUAL FOO FOO FESTIVAL

FOO FOO ON THE MENU

OCTOBER 29 – NOVEMBER 9, 2026

BENEFITS OF ASSOCIATION AND PARTICIPATION

The Foo Foo Fest Committee and Marketing Team are excited to welcome back its Foo Foo on the Menu program for its fourth year. Foo Foo on the Menu highlights the culinary arts as an essential part of Foo Foo Fest's 12-day celebration of arts and culture.

Each year, participating restaurants and bars create a limited-time menu item inspired by Pensacola in the fall—bringing the spirit of the festival to the table and giving patrons another way to experience the city's creativity.

New for this year: establishments are invited to submit an application for consideration. Selected partners will be chosen by committee to participate in the official lineup.

As Foo celebrates its 13th year, the committee has awarded nearly \$500,000 in grant funding to local arts and cultural organizations to create programming we expect will excite visitors and locals alike. Additionally, the committee is investing nearly \$500,000 in a regional advertising and PR campaign that focuses on attracting visitors from 10+ Southeastern regional markets.

THESE INCLUDE:

- Atlanta, GA
- Austin
- Baton Rouge, LA
- Biloxi-Gulfport, MS
- Birmingham (Anniston and Tuscaloosa), AL
- Columbus, Ga.
- Houston
- Mobile/Pensacola
- Montgomery-Selma, AL
- Nashville
- New Orleans
- Orlando-Daytona Beach-Melbourne, FL
- Panama City, FL
- Tallahassee, FL
- Tampa-St. Petersburg (Sarasota), FL

JOIN THE CELEBRATION. TELL YOUR STORY.

Quite simply, what we have to offer is positive storytelling, through an association with Foo Foo, about your establishment via this robust advertising and marketing campaign.

The festival also has a plethora of promotional assets that we can provide to each participating entity, such as:

- A video sizzle reel (that could play on an internal TV, if applicable)
- T-shirts
- Coasters, and other promotional materials if desired for promotion of your association with the festival.

Additionally, potential PR opportunities to participate in interviews with pre-festival news stories and/or to be visited by media members attending the festival from regional and national publications.

We are also more than happy to share the result of this produced content to each entity so that they may use it as well.

SEE PAST VIDEOS AT:

foofoofest.com/foo-foo-on-the-menu/

RESTAURANTS & FOOD

Create Foo Foo Inspired Dishes or Menus

- These dishes could feature Fall (seasonal) ingredients
- Maybe be more “artful” in design or plating, eccentric and eclectic like the festival itself
- Could be a dish named in honor of Foo, or the fall in Pensacola
- Could include a cocktail or drink pairing named in honor of Foo Foo

We'd like to do a feature video on each restaurant that decides to produce and offer a dish to share on our website blog and social channels:

- Introduce the chef/restaurant
- Introduce the dish, its ingredients, flavors, and story behind it as it relates to Foo
- Show Chef making the dish

COCKTAIL BARS, COFFEE SHOPS & BEVERAGES

Create Foo Foo Inspired Cocktails

- Could be Fall (seasonal focused), but named in honor of Foo
- Fun and funky names (*Example: in 2022 Angelena's was located under the Bubble Alley installation, so they concocted a Foo Foo cocktail in honor of the bubbles, called the "Foo Foo Fizz."*)

We'd like to do a feature video on each bartender/bar that decides to produce a cocktail to share to our website blog/news page and then to our social channels:

- Introduce the bartender/bar
- Introduce the cocktail, its ingredients, flavors and story behind it as it relates to Foo
- Show bartender making the cocktail
- Produce the recipe for placement on the website and shareability via social media

BREWERIES

Produce a “Foo Foo Brew,” inspired by Foo and Pensacola in the fall

- Our marketing team could design assets to match the 2026 ad campaign

We'd like to do a video to share on our website and/or social media pages:

- Introduce the brew team
- Introduce the brew style and process
- First tasting video and release date
- Where you can get the beer content for the website and social channels
- Maybe a portion of the proceeds for each beer sold could benefit the local arts community?