



MAINE TASTING CENTER

ANNUAL BENEFIT STATEMENT

2021

INTRODUCTION

Maine Tasting Center (MTC) is an educational facility located in Wiscasset that acts as a bridge between Maine's small producers of quality foods and beverages, and the general public. MTC seeks to promote and raise awareness of the many small farms, fisheries and value-added producers that are the backbone of the Maine local food system. In addition to working with select individual producers, MTC also builds partnerships with state level associations that govern and promote their specific food category.

VALUES

Maine Tasting Center is committed to:

COMMUNITY

MTC is an active part of the Midcoast Maine business and social community, constantly seeking new opportunities to connect at the local level.

EDUCATION

MTC is an educational resource about Maine-produced food and drink for both Maine residents and tourists.

SUSTAINABILITY

MTC is committed to incorporating environmentally-friendly practices into every aspect of our business.

ACCESSIBILITY

MTC strives to make all of its assets inclusive and accessible to all who would like to use and enjoy them. This includes media, digital elements and the physical property.



REVIEW OF ACTIVITIES

Sustainability in design, construction and operational strategies

CONSTRUCTION

Renovations began at MTC in January of this year. Part of the construction plan was to minimize demolition waste by re-using existing materials from the site. Examples include:

- Re-purposing existing boulders scattered around the site to build a feature wall as a backing for the entry sign;
- Re-use of existing pine boards from various buildings on site as bar fronts, shelving units and wall claddings;
- Re-furbishing of existing site furniture for re-use as seating in the gazebo;
- Converting an old gatehouse structure to a well house shed;

Additionally, solar devices were used in the renovated buildings to minimize the usage of electric lighting during daylight hours. Electric hand dryers were installed in restrooms to avoid paper towel waste.

Further, all construction was performed to maximize accessibility and inclusion and to follow ADA (Americans with Disabilities) guidelines.

- All restrooms were constructed to be gender neutral;
- Audio loop technology was installed in Learning Center.

OPERATIONS

Various strategies were employed to support our sustainability goals, including:

- Recycling of all cans and bottles;
- Composting of all food and paper waste;
- No disposable plates or utensils were used;
- All carry-out containers offered were eco-friendly;
- Provided employees with high wages and a safe, comfortable work environment.



COMMUNITY IMPACT

We engaged with our local and state communities in many ways:

- Established the Alliance of Maine Food Producers (AMFP), an informal organization of Maine state-level trade associations representing the various food and beverage categories that we support. MTC will act as a physical location bringing all these associations under one roof to amplify their reach and provide better access to the public audience.
- Provided free meeting space to various state associations for their internal meetings.
- Provided a rent-free home for the Wiscasset Farmers Market.
- Partnered with Maine Wild Blueberry Commission as a satellite site for their first ever Wild Blueberry Weekend.

At our core, through our daily engagement with the public through our Tasting Room interactions and our Learning Center classes and events, we raised awareness of Maine food producers and helped to drive new business opportunities directly to them.

Maine Tasting Center is proud to have successfully concluded its inaugural season with impactful results. We estimate that we provided direct educational value directly to 3,500 visitors and reached another 1,500 persons through our community and social media efforts. We look forward to Season Two, where our focus will be to open the Discovery Center, an exhibition hall which will be the home of the Alliance of Maine Food Producers and will provide a self-guided opportunity to visitors to learn more about Maine food and beverage.

Maine Tasting Center remains committed to raising awareness of, and driving economic opportunity to, the food and beverage producers of Maine.

