

2025 Taichung Hot Pot & Grill Festival

Call for Partner Stores and Public Voting Lucky Draw Prospectus

I. Purpose

The Taichung Hot Pot & Grill Festival, first launched in 2023, is a city-branded culinary event focused on hot pot and grill. Through the TCPASS App, an online public voting was organized, drawing participation from 599 stores in 2024. Building on this success, the festival will continue in 2025 with the aim of including more outstanding local businesses, and organize a public voting for the “Top 10 Hot Pot & Grill Restaurants” and a consumer lucky draw to link physical distribution channels and utilize promotion resources of media platforms, creating mutual benefits, stimulating real consumption, and enhancing the local culinary economy and overall hot pot & grill market.

A new “Vegetarian” category has been added to the voting this year to promote diverse food cultures. Through public voting via the App, three vegetarian hot pot/grill restaurants will be selected and honored with the “2025 Hot Pot & Grill Vegetarian Award,” reflecting the inclusive nature of the festival, expanding audience demographics, and boosting public engagement from both citizens and tourists.

II. Organizers

1. Supervised by: Taichung City Government
2. Organized by: Economic Development Bureau, Taichung City Government
3. Executed by: Eastern Broadcasting Co., Ltd.

III. Event Platform: TCPASS App (hereafter referred to as “the App”)

IV. Partner Store Eligibility

1. Restaurants with **physical locations selling hot pot or grill in Taichung.**
2. Either **company registration, business registration, or tax registration** is required.

3. **The organizers reserve the right to determine final eligibility.**
4. To encourage wider participation and fairness, stores selected as **“Top 10 Hot Pot/Grill Restaurants” in 2023 and 2024 are not eligible for the 2025 App voting, though they may still participate as voucher-accepting stores.**

V. Participating Store Definitions

1. Partner Stores: Restaurants participating in the 2025 festival’s voting and related activities.
2. Voucher-Accepting Stores: Partner stores that accept Hot Pot & Grill Festival vouchers issued to consumers.
3. Types:
 - (1) Hot Pot: Restaurants selling dine-in or takeaway hot pot meals, including but not limited to individual pots, Yuan-Yang, spicy hot pot, Chinese, Korean, Japanese, Thai styles, etc.
 - (2) Grill: Grill restaurants that serve skewers or self-service BBQ, including but not limited to skewers, BBQ, grill, Korean, Japanese-style, etc.
 - (3) Vegetarian: Any hot pot or grill restaurant with vegetarian options on the menu, regardless of primary cuisine type, in aim to promote diverse and friendly food options.

VI. Competition Categories

1. There **Hot Pot** and **Grill types** are each divided into two categories, making a total of four categories. The addition of “Vegetarian” brings the total to five categories:
 - (1) Hot Pot – Brands
 - (2) Hot Pot – Alley Delicacies
 - (3) Grill – Brands
 - (4) Grill – Alley Delicacies
 - (5) Vegetarian (Regardless of cuisine type, must offer begetarian options on menu)
2. **In principle, stores may choose their competition category at their own discretion. However, stores in the Hot Pot categories and Grill categories may not register for**

multiple categories across types (e.g., the same store may not register for both “Hot Pot – Brands” and “Grill – Alley Delicacies”).

3. Brands with over five branches or franchise locations in Taichung are advised to register for the “Brands” category.
4. In principle, branches or franchise locations under the same brand or share the same name should register for the same category; the organizers reserve the right to change the registered category.
5. The Vegetarian **Category is a combined voting category that includes both hot pot and grill. Stores participating in this group may still choose to additionally register for one of the following categories: “Hot Pot – Brands,” “Hot Pot – Alley Delicacies,” “Grill – Brands,” or “Grill – Alley Delicacies.”**
6. **To ensure fairness, when restaurants with over two branches participating in the event:**
 - (1) **Hot Pot/Grill: If multiple branches of a brand rank in the top five, only the highest-ranking one will be included in the top five.**
 - (2) **Vegetarian: If multiple branches rank in the top three, only the highest-ranking one will be included in the top three.**

VII. Registration Rules

1. Registration Period: Now through July 13, 2025 (Sunday), at 12:00 noon.
2. Methods: **Complete registration via either online form, telephone, or LINE Customer Service before 12:00 noon, July 13, 2025.**
 - (1) Online Form:
<https://www.surveycake.com/s/O6doG>
 - (2) Phone: 04-2380-0592
 - (3) LINE Customer Service: Search ID @508oqueek

(Service Hours: Mon–Fri, 9 AM – 6 PM)

VIII. Public Voting & Voucher Use

1. Public Voting

The Top 10 Hot Pot/Grill Restaurants Public Voting is done via the App. List of winning stores will be announced on the App and on the Economic Development Bureau's official website.

(1) Voting Period: July 14 (Mon) at 00:00 – August 14 (Thu) at 23:59, 2025

(2) Voting Process:

Users register as members on the App and vote in the Hot Pot & Grill Festival section. Each day, users may cast 3–5 votes per category (maximum 5 votes per category. The five categories are: Hot Pot – Brands, Hot Pot – Alley Delicacies, Grill – Brands, Grill – Alley Delicacies, Vegetarian.) After voting each day, users receive one lucky draw entry per category; voting in all five categories will receive five lucky draw entries.

(3) Voting results is projected to be announced on August 27, 2025 (subject to official announcement), and will be simultaneously disclosed on the App. Top five restaurants will be selected in each category.

2. Voucher Usage

(1) Citizens participating in the voting may enter into the lucky draw. **300 winners will be selected from the voting participants over three draws. Each receives NT\$10,000 in dining vouchers (as non-invoiceable vouchers obtained free of charge).** Winners may use the vouchers at voucher-accepting stores.

(2) Winners of the NT\$10,000 Hot Pot & Grill voucher will receive the voucher through the App. Voucher-accepting stores must indicate on the registration form whether they agree to accept the voucher for redemption (i.e., accepting in-app voucher holders for in-store consumption). **Once confirmed, stores may not refuse voucher use. The voucher is considered equivalent to cash and may be used in conjunction with other in-store promotional offers.**

(3) The voucher redemption period will begin one week after the announcement of the first round of winners (tentatively set for August 4, 2025) and will end on

September 30, 2025. After accepting vouchers from customers, **stores must issue an invoice or receipt corresponding to the total voucher amount received and submit it to the designated contractor for reimbursement** between October 1 and October 31, 2025. **Please note that stores should not issue a separate official uniform invoice to customers at the time of voucher redemption.**

Invoice details:

Title: Kao Ti Design Communication Co., Ltd.

Unified Number: 16539688

- (4) Redemption of Hot Pot & Grill Vouchers: **To redeem the voucher, the store must enter a designated verification code into the App. Store staff must confirm the redemption with the winner before proceeding to avoid disputes.** In the event of an operational error, stores are responsible for resolving the issue directly with the customer, as the App does not support undoing or reversing incorrect redemptions.

IX. Presentation of Awards

1. For the Hot Pot categories (Brands and Ally Delicacies) and the Grill categories (Brands and Alley Delicacies), the top five stores in each will be selected based on public voting and awarded the “Top 10 Hot Pot Restaurants” and “Top 10 Grill Restaurants” plaques, respectively. In the Vegetarian category, the top three stores with the highest number of votes will receive the “2025 Hot Pot & Grill Vegetarian Award” plaque, showcasing the city’s diverse culinary culture. City government officials will also visit the winning stores on a designated date to present congratulatory red banners in person..
2. Marketing Support for Award-Winning Businesses: News of the award-winning stores will be promoted through mainstream television, print media, and online platforms to enhance their public exposure. Award recipients will also be granted the right to use the event’s official logo on product packaging and in related promotional activities..

X. Store Obligations & Rights

1. If any winning store is found to have violated the provisions of this prospectus, engaged in dishonest practices, breached laws and regulations, or been involved in controversial incidents that negatively impact public perception or the reputation of the award, the organizers reserve the right to revoke the store's award qualification and reclaim any awarded items.

2. Requirements for Partner Stores:

(1) The organizers reserve the right to disqualify any partner store from participating in this event under the following circumstances:

- i. Failure to complete registration procedures or submit required documents by the specified deadline.
- ii. Submission of false, concealed, or misleading information.
- iii. Refusal to cooperate with event promotion efforts.
- iv. The store is closed during the event period or suspends operations for more than half the duration of the event (i.e., more than 16 days).
- v. Verified incidents involving major food safety violations, accidents, or other events that negatively affect public perception.**
- vi. Proven discrepancies between reported and actual promotional offers, unauthorized changes to promotional content without prior notification, and failure to make corrections after being notified by the organizer.
- vii. Withdrawal from the event without just cause or unilaterally.
- viii. Any other conduct deemed by the organizers as non-cooperative or negligent in fulfilling obligations.

(2) To promote the 2025 Taichung Hot Pot & Grill Festival, partner stores are encouraged to offer special promotions during the event. Please specify these offers at the time of registration. Stores that wish to provide meal vouchers in support of the event should also include the details of the vouchers to facilitate coordinated marketing and promotion efforts.

- (3) By joining as a partner store, the business agrees to participate in the full series of events for the 2025 Taichung Hot Pot & Grill Festival. If a store wishes to withdraw midway, to avoid any future disputes, an affidavit must be signed. Failure to sign the affidavit will be considered as continued participation in the event.
- (4) By participating, stores give consent to having their name, phone number, address, and website information published as part of the Taichung Hot Pot & Grill Festival promotion. The organizers are granted the right to report and publish store information across various media platforms and holds permanent rights to produce, reproduce, and distribute related images and text in CDs, books, or other promotional materials.
- (5) In line with overall event promotion, partner stores must assist with related promotion activities and provide customers with relevant event information as follows:
- i. **Event Explanation:** Partner stores must have basic knowledge about the event to answer public inquiries.
 - ii. **Display In-Store Promotional Materials:** Stores are required to display event-related promotional materials such as posters, table cards, and flyers. Staff must be fully familiar with the event details to explain and promote the festival to customers.

3. Rights of Partner Stores:

- (1) Exposure on Themed Website: Information about each partner store, including introductions and promotional offers, will be made available on the App for public access.
- (2) When the Taichung City Government organizes related events, partner stores will be given priority as invitees or procurement sources.
- (3) During event promotion and execution, partner store names and information may be featured across various media channels according to the event plan.

(4) Advertising exposure will be arranged through relevant channels based on each store's promotional offers and cooperation level.

(5) The organizers will uniformly arrange all partner store information placements, formats, and order based on overall planning and reserve the final right of interpretation.

XI. Other Notes

1. All registrants are deemed to have agreed to comply with all rules and regulations of this event. Any matters not covered or updates will be announced on the official event website.
2. The organizer reserves the right to modify, alter, or suspend the event. For any matters not explicitly stated, the organizer's relevant regulations or interpretations shall apply and may be supplemented by public announcements at any time.

XII. Contact Information

2025 Taichung Hot Pot & Grill Festival Team

Phone: 04-2380-0592

Service Hours: Mon–Fri, 9:00 AM – 6:00 PM

Email: sgfoffice12@gmail.com

LINE Customer Service: Search ID 【@508oqeeek】