

PEI Flavours Culinary Trail

Category Criteria Descriptions:

Authentic PEI Product: A manufacturer of a Prince Edward Island food or beverage product with a retail sales outlet; or available for sale at a minimum of 3 locations across PEI. Authentic PEI Products must also commit to the following:

- Where PEI supply is available, and quality and price are competitive, participants will support local businesses by purchasing product packaging and associated marketing materials from PEI firms.
- A production/processing facility located in PEI.
- A head office in PEI and produce a readily identifiable PEI Product.
- To have required insurance/permits.
- In the case of offering a storefront – a website presence, road signage, published hours of operation and business phone number.
- If no storefront is available, must be able to identify a minimum of 3 locations across PEI where the consumer can purchase the product.
- Must add value (change the form of the raw product) to the product.
- To incorporate Culinary Trail branding into promotional/marketing material.

Culinary Adventure: A hands on experience where Prince Edward Island food is the primary attraction. A culinary experience is an activity in which the participants learn about Island cuisine/food through hands-on interaction with someone involved in the food production and preparation industry. They should learn by doing something with someone who lives and works on the Island. Culinary Experience operators must also commit to the following:

- To offer an experience that links food to its original source.
- To educate, entertain, and enlighten participants.
- Tell a story about the food along with the history/evolution of the food (where applicable).
- To Provide a tasting experience OR a take home keepsake to remind participants of the experience.
- To have required insurance/permits, website presence, on premise signage, published hours of operation and business phone number.
- To incorporate Culinary Trail branding into promotional/marketing material.

Culinary Festivals & Events: A festival or event that offers an authentic Island experience with 100% origin in Prince Edward Island. Festival or event should showcase PEI agricultural or fish products (i.e. dairy, fruits & vegetables, meat & poultry, fresh fish and seafood). Must also commit to the following:

- To offer an experience that links food to its original source.
- To educate, entertain, and enlighten participants.
- To tell a story about the food along with the history/evolution of the food (where applicable).
- To provide a tasting experience/chef demos/hands on experiences
- To have required insurance/permits.
- To have published hours of operation and business phone number.

- To have an identifiable location.
- To provide staff with training re: Culinary Trail and local products/suppliers.
- To incorporate Culinary Trail branding into promotional/marketing material.

Farmer: Sells Prince Edward Island agricultural (i.e. dairy, fruits & vegetables, meat & poultry) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:

- To have the ability to sell PEI harvested products direct to the consumer. (At a local market or farm gate.)
- To have required insurance/permits.
- To have road signage, published hours of operation and business phone number.
- To have an identifiable location or mobile market.
- To incorporate Culinary Trail branding into promotional/marketing material.

Fisher: Sells Prince Edward Island fish products (fresh fish and seafood) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:

- To have the ability to sell PEI harvested products direct to the consumer.
- To have required insurance/permits.
- To have road signage, published hours of operation and business phone number.
- To have an identifiable location or mobile market.
- To incorporate Culinary Trail branding into promotional/marketing material.

Local Market: A market establishment that offers an authentic Island experience with 100% origin in Prince Edward Island. Sells Prince Edward Island agricultural or fish products (i.e. dairy, fruits & vegetables, meat & poultry, fresh fish and seafood) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:

- A “Buy Local” Philosophy meaning they will purchase PEI products where availability, quality and freshness are competitive.
- To have a minimum of 60% of food and beverage selections produced on PEI.
- To have the ability to sell PEI harvested products direct to the consumer.
- To have required insurance/permits.
- To have road signage, published hours of operation and business phone number.
- To have an identifiable location.
- To provide staff with training re: Culinary Trail and local products/suppliers.
- To incorporate Culinary Trail branding into promotional/marketing material.

Restaurants: Food service establishments that offer an authentic Island dining experience with 100% origin in Prince Edward Island. Restaurants must also commit to the following:

- All menus must be independently generated.

- A “Buy Local” Philosophy; meaning they will purchase PEI products where availability, quality and freshness are competitive. When not possible to use PEI products, commit to using Canadian second.
- A minimum of 40% of food and beverage selections must be produced on PEI.
- To have required insurance/permits, website presence, road signage, published hours of operation and business phone number.
- A commitment to support, promote and advance the culinary strategy on PEI. This includes but is not limited to:
 - a) Participating in culinary events/activities like the PEI International Shellfish Festival, Fall Flavours, Savour, Taste Our Island Award, etc.
 - b) Producing menus that convey information about the local cuisine, local ingredients, the chef and local producers. Menus, websites & promotional material should indicate where the restaurant uses local food & beverage products and suppliers.
 - c) Off-Island promotion of culinary strategy.
- To provide staff with training re: Culinary Trail and local products/suppliers.
- To incorporate PEI Flavours Trail branding into promotional/marketing material

Takeout: A food service establishment that offers an authentic Island food experience with 100% origin in Prince Edward Island. Takeouts must also commit to the following:

- A “Buy Local” Philosophy; meaning they will purchase PEI products where availability, quality and freshness are competitive. When not possible to use PEI products, commit to using Canadian second.
- A minimum of 40% of food and beverage selections must be produced on PEI. Primary product offering must be from PEI. If you specialize in Ice Cream must be PEI ice cream or if burgers is your specialty must be PEI beef.
- Required insurance/permits, website presence, road signage, published hours of operation and business phone number.
- To provide staff with training re: Culinary Trail and local products/suppliers.
- To Incorporate PEI Flavours branding into promotional/marketing material.