



Be a part of the Culinary Trail
Prince Edward Island's
NEW Culinary Journey

AUTHENTIC PEI PRODUCT CRITERIA

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

- Where PEI supply is available, and quality and price are competitive, artisan producers 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 3 locations 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.

Authentic PEI Product Application – The Culinary Trail

Listing and payment must accompany this form and is due, in full, on or before January 29, 2012

Name of Product (s)	
Owner's Name	
Civic Address	
Mailing Address	
GPS Coordinates	
Phone Number (Summer)	
Phone Number (Winter)	
Fax Number	
Website	
Email Address	
Dates/Hours of Operation	<input type="checkbox"/> Year-round <input type="checkbox"/> Seasonal Opening Date: _____ Closing Date: _____ <hr/> Hours of Operation: Monday _____ Tuesday _____ Wednesday _____ Thursday _____ Friday _____ Saturday _____

	Sunday _____
Membership	<input type="checkbox"/> TIAPEI <input type="checkbox"/> Genuine Island Host <input type="checkbox"/> CAA/AAA <input type="checkbox"/> Others (please specify)
Service Amenities	<input type="checkbox"/> French Services <input type="checkbox"/> Limited French Services <input type="checkbox"/> Other languages: _____
Industry Awards or Special Acknowledgements (Please describe what the award was and by who it was awarded and in what year)	List all awards, who it was awarded by and what year it was received <input type="checkbox"/> Other: (please specify) _____ Year: _____ _____ Year: _____ _____ Year: _____
Describe your product in less than 60 words focusing on your strongest selling points. Note this may be edited. <u>For Example:</u> Special location, ingredients, method of preparing, etc.	
Is your business committed to supporting local businesses and/or suppliers (i.e. Harvest Wholesalers, Riverview Country Market)	<input type="checkbox"/> Yes <input type="checkbox"/> No, but will be for the 2012 season <input type="checkbox"/> No
Method of Payment Before Jan. 15, 2012 Gross Sales less than \$100,000 - \$120 +gst Gross sales greater than \$100,000 - \$240 +gst After Jan. 15, 2012 Gross Sales less than \$100,000 - \$144 +gst Gross sales greater than \$100,000 - \$288 +gst Deadline for payment – January 29, 2012	<input type="checkbox"/> Cheque enclosed – please make payable to the PEI Culinary Alliance. <input type="checkbox"/> Master Card <input type="checkbox"/> Visa Account Number: _____ Expiry Date: _____ Card Holders Name: _____ Authorized Signature: _____ Amount: _____ Add 5% GST: _____ Total: _____

Will you host a training session for employees	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you interested in market readiness programs? Which areas are of interest?	<input type="checkbox"/> Yes <input type="checkbox"/> No Please list:
Which category best describes your products?	<input type="checkbox"/> Beverages and Spirits <input type="checkbox"/> Condiments and Dry Goods <input type="checkbox"/> Dairy <input type="checkbox"/> Fruits <input type="checkbox"/> Vegetables <input type="checkbox"/> Meat <input type="checkbox"/> Poultry <input type="checkbox"/> Seafood <input type="checkbox"/> Breads & Pastries
Which Coastal Drive is your business a part of?	<input type="checkbox"/> Charlottetown <input type="checkbox"/> Points East <input type="checkbox"/> Red Sands <input type="checkbox"/> Green Gables <input type="checkbox"/> North Cape

In signing below, I personally signify that all information that is contained in this form is correct and agree to the terms and conditions.

Authorized Signature

Date

Title

Name of Business

Terms & Conditions: The Culinary Trail is a project of the PEI Culinary Alliance. Participants must meet the established criteria and all requirements regarding Dept of Health inspections, liability insurance etc. The PEI Culinary Alliance reserves the right to refuse applicants that do not meet the established criteria/business requirements or to change the criteria in the future. Participant Fees are for the listing space in Culinary Trail and on www.peiflavours.ca only. The Culinary Alliance is not liable for listings not placed because copy was received after the deadline.

Email to: **Jan Holmes – jvholmes@gov.pe.ca**

Mail to: **PO Box 2000 Charlottetown, PE C1A 7N8**

Fax to: **902-368-6208**