



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

**CULINARY ADVENTURE CRITERIA**

**Culinary Adventures:** A hands on experience where Prince Edward Island food is the primary attraction. A culinary adventure is an activity or experience where 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 Adventure operators must also commit to the following:

- To offer an activity/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 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 PEI Flavours branding into promotional/marketing material.

**Culinary Adventure Application – The Culinary Trail**

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

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

	Sunday _____
<b>Cost for Experience (before taxes)</b>	
<b>Membership</b>	<input type="checkbox"/> TIAPEI <input type="checkbox"/> Genuine Island Host <input type="checkbox"/> CAA/AAA <input type="checkbox"/> PEI Restaurant Association <input type="checkbox"/> PEI Association of Chefs and Cooks <input type="checkbox"/> Canadian Restaurant and Foodservices Association (CRFA) <input type="checkbox"/> Others (please specify) _____
<b>Service Amenities</b>	<input type="checkbox"/> French Services <input type="checkbox"/> Limited French Services <input type="checkbox"/> Other languages: _____
<b>Industry Awards or Special Acknowledgements (Please describe what the award was and by who it was awarded and in what year)</b>	<p>List all awards, who it was awarded by and what year it was received</p> <input type="checkbox"/> Other: (please specify) _____   Year: _____ _____   Year: _____ _____   Year: _____
<p><b>Describe your Experience in less than 60 words focusing on your strongest selling points. Note this may be edited.</b></p> <p><b><u>For Example:</u></b>  Special location (ie. waterfront or country setting; Island Menu items, awards, chef, etc.)</p>	
<p><b>Method of Payment</b></p> <p><b>Before Jan. 15, 2012</b>  \$90 +gst for each 1<sup>st</sup> five experiences  \$60 +gst for each additional experience</p> <p><b>After Jan. 15, 2012</b>  \$108 +gst for each 1<sup>st</sup> five experiences  \$72 +gst for each additional experience</p> <p><b>Deadline for payment – January 29, 2012</b></p>	<input type="checkbox"/> Cheque enclosed – please make payable to the PEI Culinary Alliance. <input type="checkbox"/> Master Card <input type="checkbox"/> Visa <b>Account Number:</b> _____ <b>Expiry Date:</b> _____ <b>Card Holders Name:</b> _____ <b>Authorized Signature:</b> _____ <b>Amount:</b> _____ <b>Add 5% GST:</b> _____ <b>Total:</b> _____
<b>Will you host a training</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No

<b>session for employees</b>	
<b>Are you interested in market readiness programs? Which areas are of interest?</b>	<input type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b> <b>Please list:</b>
<b>Which Coastal Drive is your business a part of?</b>	<input type="checkbox"/> <b>Charlottetown</b> <input type="checkbox"/> <b>Points East</b> <input type="checkbox"/> <b>Red Sands</b> <input type="checkbox"/> <b>Green Gables</b> <input type="checkbox"/> <b>North Cape</b>

**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 PEI Flavours Culinary Trail and on [www.peiflavours.ca](http://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](mailto:jvholmes@gov.pe.ca)**

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

**Fax to:**          **902-894-0342**