



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

CULINARY FESTIVALS & EVENTS:

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 PEI Flavours branding into promotional/marketing material.

Culinary Festivals & Events Application – The Culinary Trail (web listing only)

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

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|---|---|
| Name of Culinary Festival or Event | |
| Owner's Name | |
| Manager'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) | <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>Describe your festival or event in less than 60 words focusing on your strongest selling points. Note this may be edited.</p> <p>For Example: Special location (ie. waterview or country setting; Island Menu items, awards, chef, etc.)</p> | |
| 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 2011 season <input type="checkbox"/> No |
| Method of Payment Before Jan. 15, 2012 \$60 +gst After Jan. 15, 2012 \$75 +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 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 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: **902-894-0342**