



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

FISHER CRITERIA

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 PEI Flavours branding into promotional/marketing material.

Fisher Application – The Culinary Trail

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

Name of Fisher	
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 fish-market in less than 60 words focusing on your strongest selling points. Note this may be edited. <u>For Example:</u> Special location (ie. waterview or country setting; Island Menu items, awards, chef, etc.)	
Method of Payment Before Jan. 15, 2012 \$90 +gst After Jan. 15, 2012 \$108 +gst <i>Deadline for payment – January 29, 2012</i>	<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
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Please place a check mark beside each product you sell:

A. Fish & Seafood

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="radio"/> Halibut <input type="radio"/> Herring <input type="radio"/> Mackerel <input type="radio"/> Tuna <input type="checkbox"/> Clams-bar <input type="checkbox"/> Clams-softshell <input type="checkbox"/> Mussels <input type="checkbox"/> Oysters | <ul style="list-style-type: none"> <input type="checkbox"/> Quahaugs <input type="checkbox"/> Scallops <input type="checkbox"/> Lobster <input type="checkbox"/> Snow Crab <input type="checkbox"/> Rock Crab <input type="checkbox"/> Eel <input type="checkbox"/> Smelts |
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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

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Fax to: 902-894-0342