

Be a part of the 2012-13 Culinary Trail

Prince Edward Island's NEW Culinary Journey

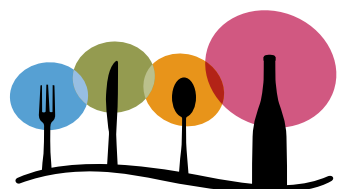
The **Culinary Trail** highlights a **logically organized culinary route** that will enable Islanders and visitors to uncover unique Island restaurants, culinary adventures, authentic PEI products, farmers/fishers and local farm markets, while discovering our beautiful coastal drives. Ultimately, it will define a **route of unique and memorable eating, drinking and educational experiences.**

The **Culinary Trail** is **one culinary resource** linking tourism, agriculture, fisheries and the local food community. The Culinary Trail is promoted through a stand-alone guide and map, mobile site and supported by the peiflavours.ca website.

An exciting addition to the 2012-13 Culinary Trail is the inclusion of Zagat ratings for restaurants and markets. Those restaurants and markets who participated in last year's Culinary Trail will have their Zagat ratings included with their 2012-13 listing. Zagat is the world's original provider of user-generated content, providing trusted and accurate ratings and reviews for thousands of top restaurants worldwide.

New this year, we will be doing a two year print of the Culinary Trail, which will be in effect for 2012-13. Web renewals will be required in 2013 (at a reduced rate).

**Don't delay to be part of this exciting new culinary initiative.
Deadline to participate is January 29, 2012.**



PEI Flavours®

CULINARY TRAIL



PEI Flavours
Where Food & Culture
Come To Life!™

**Superior fresh flavours.
Extraordinary culinary experiences.
Pride in supporting local.**

Introducing PEI Flavours
Where Food & Culture Come To Life!

PEI Flavours is a brand that connects growers, producers, chefs, restaurants, markets, tourism operators and other culinary industry professionals through a single, united voice.

By promoting the passion and tradition of PEI food and hospitality, PEI Flavours is a brand whose primary goal is to establish Prince Edward Island as the #1 culinary destination in North America, and to grow our food industries and exports.

PEI Flavours is a brand that identifies and celebrates Prince Edward Island culture and food.

**Join the Culinary Trail and help
grow the PEI Flavours brand.**



Culinary Trail 2012-13



To learn more about participation in the 2012 Culinary Trail, please contact our project manager today:

Jan Holmes
902-368-6208
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1. Restaurants / Takeouts

After January 15, 2012

	Year-round	Seasonal		Year-round	Seasonal
Takeouts	\$180	\$120	10-50 Seats	\$216	\$144
10-50 Seats	\$180	\$120	50+ Seats	\$432	\$288
50+ Seats	\$360	\$240			

2. Culinary Adventures

After January 15, 2012

\$90 plus GST for each 1st five experiences; \$60 plus GST for each additional experience	\$108 plus GST for each 1st five experiences; \$72 plus GST for each additional experience
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3. Authentic PEI Products

After January 15, 2012

Gross Sales less than \$100,000 - \$120	Gross Sales less than \$100,000 - \$144
Gross Sales greater than \$100,000 - \$240	Gross Sales greater than \$100,000 - \$288

4. Farmers & Fishers

After January 15, 2012

\$90 plus GST Farmers cost includes listing in Fresh Products Guide	\$108 plus GST
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5. Local Markets

After January 15, 2012

\$90 plus GST	\$108 plus GST
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6. Festivals & Events

After January 15, 2012

\$60 plus GST <i>web listing only</i>	\$75 plus GST <i>web listing only</i>
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Early-bird rates in effect until January 15, 2012
Deadline to participate is January 29, 2012

**Note: All cheques can be made payable the PEI Culinary Alliance.
For credit card payments please contact project manager.

Additional signage can be purchased.

1-sided or 2-sided plaques	\$25.00
36" x 72" 200d nylon flag finished with rope and toggle	\$60.00



PEI Flavours

CULINARY TRAIL

Advertise in the PEI Flavours Culinary Trail Guide book

Limited space available
Certain criteria applies
½ page \$1649 spec size
Full page \$2999 spec size
Distribution 100,000

