



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

LOCAL MARKET CRITERIA

Local Market: A market establishment that offers an authentic Island experience with 100% origin in Prince Edward Island. Sells Prince Edward Island agricultural or fish products (i.e. dairy, fruits & vegetables, meat & poultry, fresh fish and seafood) direct to the consumer, thus having the ability to do consumer direct transactions. Must also commit to the following:

- A “Buy Local” Philosophy meaning they will purchase PEI products where availability, quality and freshness are competitive.
- A minimum of 60% of food and beverage selections produced on PEI.
- The ability to sell PEI harvested products direct to the consumer.
- Required insurance/permits.
- Road signage, published hours of operation and business phone number.
- An identifiable location.
- Provide staff with training re: Culinary Trail and local products/suppliers.
- Incorporate Culinary Trail branding into promotional/marketing material.

Local Farm/Fish Market Application – The Culinary Trail

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

Name of Local Market	
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"/> 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) _____
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: _____
Describe your market in less than 60 words focusing on your strongest selling points. Note this may be edited.	
Method of Payment Before Jan. 15, 2012 \$90 +gst After Jan. 15, 2012 \$108 +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	<input type="checkbox"/> Charlottetown

business a part of?

- Points East
- Red Sands
- Green Gables
- 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.

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