



Be a part of the Culinary Trail

Prince Edward Island's NEW Culinary Journey

RESTAURANT CRITERIA

Restaurants: Food service establishments that offer an authentic Island dining experience with 100% origin in Prince Edward Island. Restaurants must also commit to the following:

- All menus must be independently generated.
- A “Buy Local” Philosophy; meaning they will purchase PEI products where availability, quality and freshness are competitive. When not possible to use PEI products, commit to using Canadian second.
- A minimum of 40% of food and beverage selections must be produced on PEI.
- To have required insurance/permits, website presence, road signage, published hours of operation and business phone number.
- A commitment to support, promote and advance the culinary strategy on PEI. This includes but is not limited to:
 - a) Participating in culinary events/activities like the PEI International Shellfish Festival, Fall Flavours, Savour, Taste Our Island Award, etc.
 - b) Producing menus that convey information about the local cuisine, local ingredients, the chef and local producers. Menus, websites & promotional material should indicate where the restaurant uses local food & beverage products and suppliers.
 - c) Off-Island promotion of culinary strategy.
- To provide staff with training re: Culinary Trail and local products/suppliers.
- To incorporate PEI Flavours branding into promotional/marketing material

Restaurant Application – The Culinary Trail

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

Name of Restaurant	
Owner's Name	
Head Chef (with red seal designation or equivalent)	
Head Cook	
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 _____
Number of Seats	
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: _____
Culinary 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"/> Taste Our Island Nominee/Winner Year: _____ <input type="checkbox"/> PEI International Shellfish Chowder Champion Year: _____ <input type="checkbox"/> Where to Eat in Canada Year: _____ <input type="checkbox"/> Savour food & wine Awards Year: _____ <input type="checkbox"/> Zagats Year: _____ <input type="checkbox"/> Frommers Year: _____ <input type="checkbox"/> Top Restaurants (Enroute, Wine Access etc). Year: _____ <input type="checkbox"/> Other: (please specify) _____ Year: _____ _____ Year: _____
Describe your restaurant in less than <u>60 words</u> 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.)	
Does your restaurant have 100% PEI Origins?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is your restaurant part of a	<input type="checkbox"/> Yes <input type="checkbox"/> No

franchise or chain of restaurants?			
Is your restaurant 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		
Identify the Island food and beverage products and suppliers that you use.	<table border="0"> <tr> <td data-bbox="511 401 933 1251"> Key Island Products (food and beverage) <input type="checkbox"/> Potato <input type="checkbox"/> Mussels <input type="checkbox"/> Oysters <input type="checkbox"/> Lobster <input type="checkbox"/> Other Shellfish/Crustacean <input type="checkbox"/> Fish <input type="checkbox"/> Meat <input type="checkbox"/> Poultry <input type="checkbox"/> Vegetables <input type="checkbox"/> Fruits & Berries <input type="checkbox"/> Eggs <input type="checkbox"/> Cheese <input type="checkbox"/> Dairy <input type="checkbox"/> Other (please specify): _____ _____ _____ _____ </td> <td data-bbox="933 401 1481 1251"> Supplier </td> </tr> </table>	Key Island Products (food and beverage) <input type="checkbox"/> Potato <input type="checkbox"/> Mussels <input type="checkbox"/> Oysters <input type="checkbox"/> Lobster <input type="checkbox"/> Other Shellfish/Crustacean <input type="checkbox"/> Fish <input type="checkbox"/> Meat <input type="checkbox"/> Poultry <input type="checkbox"/> Vegetables <input type="checkbox"/> Fruits & Berries <input type="checkbox"/> Eggs <input type="checkbox"/> Cheese <input type="checkbox"/> Dairy <input type="checkbox"/> Other (please specify): _____ _____ _____ _____	Supplier
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Are you currently committed to buying 40% local products?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Will be for the 2011 season What change will you be making to be ready for the 2011 season? _____ _____ _____ _____ _____		
Is your menu independently generated?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Menu enclosed <input type="checkbox"/> Menu to follow on _____ <div style="text-align: right;">(Date)</div>		
Does your menu promote local PEI Products and the	<input type="checkbox"/> Yes		

suppliers? <i>For example: Raspberry Point Oysters; PEI Distillery Potato Vodka, ADL, etc.</i>	<input type="checkbox"/> No, but will be in time for the 2011 season <input type="checkbox"/> No
Method of Payment + gst Before January 15, 2012 + gst Takeouts year round - \$180 Takeouts seasonal - \$120 10-50 Seats year round - \$180 10-50 Seats seasonal - \$120 50+ Seats year round - \$360 50+ Seats seasonal - \$240 After January 15, 2012 + gst 10-50 Seats year round - \$216 10-50 Seats seasonal - \$144 50+ Seats year round - \$432 50+ Seats seasonal - \$288 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: _____
Please attach a sample menu (word doc or website version is sufficient)	
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 best describes your style of restaurant	<input type="checkbox"/> Bar & Grill <input type="checkbox"/> Café <input type="checkbox"/> Casual Dining <input type="checkbox"/> Elegant <input type="checkbox"/> Family <input type="checkbox"/> Gourmet <input type="checkbox"/> Informal <input type="checkbox"/> Pub <input type="checkbox"/> Smart Casual <input type="checkbox"/> Take Out
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 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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