



alberta
on
the **plate**

participant information

#ABonthePlate 2022



what you need to know

- How It Works
- Cost to Participate
- What You Get
- What You Need To Do
- Menu Options
- Contests
- Support Resources
- Contact Info





how it works

- You pick one (or more) of the menu options to offer for the festival period.
- We (and you) promote your restaurant and offerings leading up to and throughout the festival.
- You are recognized as a champion of Alberta local food and drink!

cost to participate

- All we ask is that you donate a Gift Certificate (with no expiration) to be used for contesting and media experiences.
- Recommended amounts based on establishment type:
 - Restaurants - \$50
 - Breweries & Quick Service - \$25



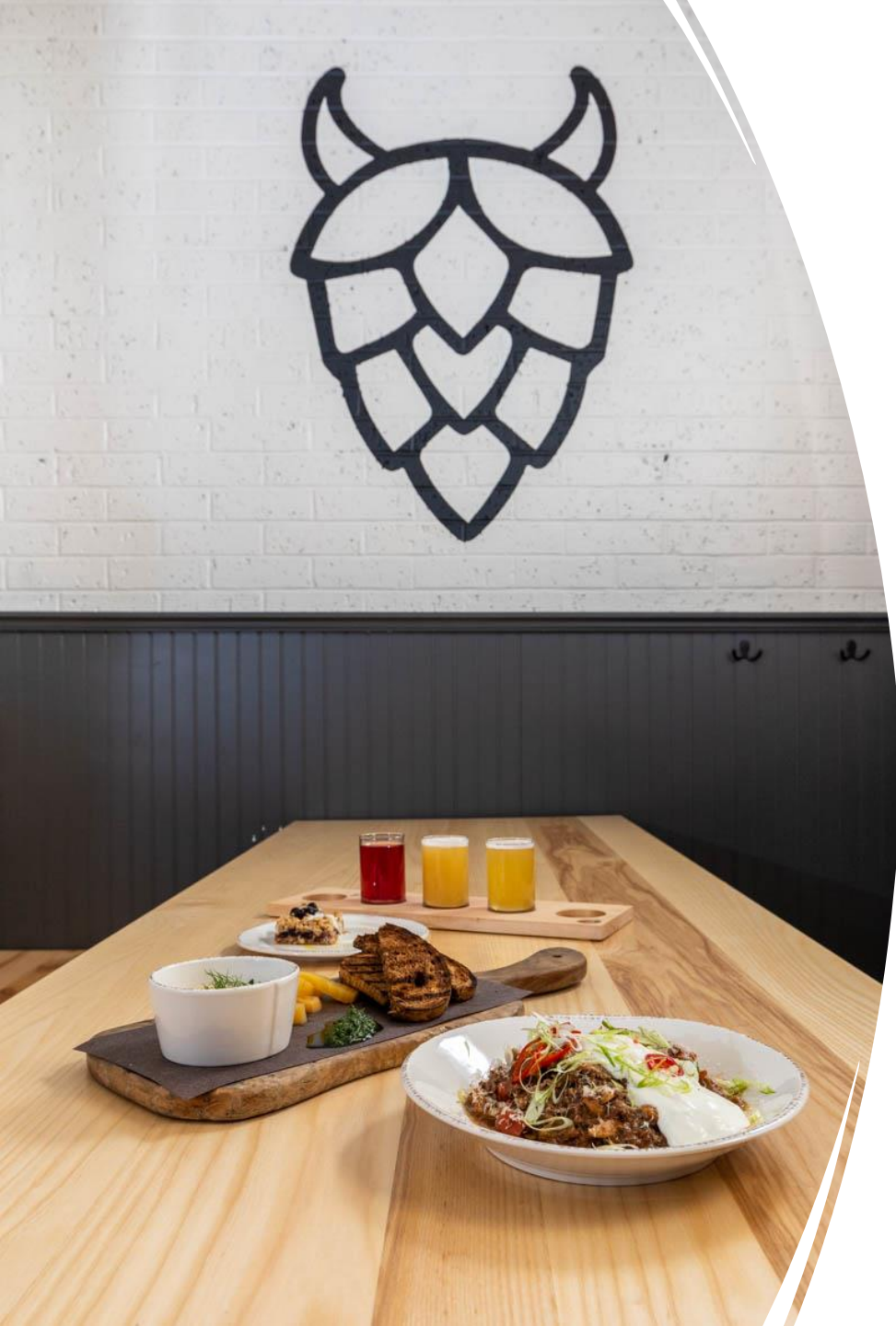
what you get

- Increased awareness as a champion of Alberta local food and drink.
- Opportunities to strengthen existing relationships and make new connections with local area producers to feature at your establishment.
- Potential for increased reservations throughout the festival period (and beyond).
- Promotion through the festival website, social media and other marketing vehicles leading up to and throughout the festival period.
- Print materials identifying you as a participating establishment for 2022.
 - Postcards, poster, table tent cards, etc.
- Opportunities for media appearances (as available) in conjunction with the festival.



what you need to do

- Register online
- Get your profile built
- Pick the menu option(s) you want to offer during the festival
- Plan your menu(s)
- Get ready to welcome your guests
 - Educate your staff
 - Incorporate into social
- Track your guests



menu options

*You can pick from our list of options for whichever best suits your needs, and however many you want to offer. Each menu must include at least **THREE** local producers/farms, as well as a recommended local beer/cocktail/mead/fruit wine (not included in pricing).*

- **Restaurant Options:**
 - Breakfast & Lunch (min. 2 courses) - \$15 or \$25
 - Dinner (min. 2 courses) - \$35
 - Gourmet Dinner (min. 3 courses) - \$65
 - Kids Menu - Restaurant sets price
- **Quick Service** (1 course/combo deal) - restaurant sets price (up to \$20)
- **Breweries/Distilleries:**
 - Drink + local snack - you set the price
 - Multi-course menu - see Restaurant Options above

contests

- Social media giveaways
 - Leading up to and throughout the festival
 - Giveaways through Partners (Commodities, Destinations, Media, etc.)
- NEW FOR 2022: Best ABonthePlate experience
 - Restaurant & Quick service/brewery
 - Voted by guests
 - Customer service, knowledge of local ingredients, enjoyment of menu, etc.
 - Voters will be entered to win GCs
 - Establishments winners will receive special recognition & featured stories





support resources

- Chef & Producer Networking Session
 - Virtual meetup to get to know some of the local farms & producers + tasting box
- Alberta Ingredient Database
 - Local farms and producers interested in working with restaurants
- Beer Pairing support through ASBA (Alberta Small Brewers Association)
 - Let us know your menu ideas and ASBA can share it with their members for recommendations *advanced notice needed*
- Social Media Templates & Content Ideas
- Staff Training Support Materials
- Tracking sheet for festival sales

contact information

Restaurant & Social/Media Inquiries

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