



EAT.TASTE.CENTRAL
a Central Otago Regional Menu

— 20 September - 28 October, 2019 —

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with the support of





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— **20 September - 28 October, 2019** —

Spend quality time with your tastebuds this spring.

Head to Central Otago for Eat.Taste.Central, a month long event where you can take your palate to somewhere it hasn't been before.

Local cafès, restaurants and cellar doors collectively produce a 'Central Otago Regional Menu' that celebrates the region. With its narrow seasonal windows of risk, Central Otago grows some of the world's finest flavours and produce. Soft buttery walnuts, pure thyme honey, creamy cheeses, peppery olive oil. All washed down with a lovingly crafted local beer or sampled with a boutique Central Otago wine.

What could be better?

WWW.EATTASTECENTRAL.CO.NZ

In 2017 Tourism Central Otago (TCO) launched a new experiential Food & Wine Campaign called EAT.TASTE.CENTRAL

The campaign was designed to increase awareness of the diverse wine, food and beverage options available throughout the region, plus drive visitation and spend in a traditional shoulder season. The inaugural event focussed on the development of a 'Central Otago Regional Menu' designed to encourage locals and visitors to explore the variety of locations and flavours of of Central Otago.

The 2018 edition saw growth to 29 venues and the addition of our first major event partner of MiNDFOOD media, and a local partnership with the Central App. By leveraging these partners the event successfully encouraged more people, to explore more locations and taste their way around the region. Voting in the People's Choice increased 200% on year one, and media coverage of the campaign was secured across local, regional and national media and digital platforms.

Leading on from these successes Tourism Central Otago is excited to announce that the 2019 event will run from 20 September to 28 October and has attracted additional support from a range of new partners and collaborators.

We look forward to working with you in the 2019 edition of E.T.C

Tourism Central Otago

Event Partners

MiNDFOOD | GO Rentals | The Central App

Supporting Organisations

Central Otago Pinot Noir | Eat New Zealand | Air New Zealand | Dunedin Airport



E.T.C KEY DATES

- 18 June** Registration of interest opens - send to tourism@codc.govt.nz
- 19 July** Registration of interest closes - send to tourism@codc.govt.nz
- 24 July** Final deadline for menu and event information - send to tourism@codc.govt.nz

All submissions will be cross-checked by TCO to ensure they meet requirements and that there is enough variation in offerings and matches across the region. TCO reserves the right to decline a menu item if it does not meet the criteria.

- 26 July** TCO to confirm all accepted items and advise participants

29 July – 9 August

Development of collateral for promotion print/digital
Schedule created for photography of ETC partner businesses and menu offerings

- 1 August** General campaign promotion commences online and via select media

- 3 Sept** Launch of online and print menu

20 September - 28 October

People's Choice voting open
Menu Items available at promoted premises

29/30 October

Panel Judging will take place and overall awards announced

30 October

Eat.Taste.Central 2019 Awards event (Venue TBC)



E.T.C REGIONAL MENU CATEGORIES

2019 Regional Menu Theme

Heritage Flavours : Inspired by tradition.

PIES | E.T.C

Create a unique pie that celebrates our flavours (and fills our bellies) a quick grab and go item that keeps the hungry dogs at bay.

MAIN MEAL & MATCH | E.T.C

Inspired by the Central Otago landscapes, flavours and people our restaurants and cafes will be challenged to create a uniquely Central main meal. (Lunch or Dinner)

BURGER & SANDWICH CHALLENGE | E.T.C

We want to see where in Central Otago has the best burger or sandwich that represents our regions character and flavours. A hearty meal for the end of a big days mustering, or filling up the tummy of a cycle trail rider.

SWEET & DESSERT CHALLENGE | E.T.C

Fruit flavours, herbaceous twists and exquisite matches. From a unique pastry to a creamy sorbet.

TAPAS, SHARED PLATTERS & BOARDS | E.T.C

Keep it light, full of flavour and sharable. Most food journeys and travel experiences are shared with friends and families, so sharing a dish or platter of uniquely Central flavours and washing it down with a local juice, wine or beer might just be the best way to indulge your tastebuds.





E.T.C HOW TO GET INVOLVED

Businesses participating in the campaign need to meet the following criteria;

- Be based within the Central Otago District boundary
- Must be registered on centralotagonz.com
- Must provide details of operating hours during the campaign and adhere to these hours
- If serving alcohol the business must have a current liquor licence
- Meet CODC food standards
- Develop at least one specific menu item that meets the campaign requirements

COSTS

Eat.Taste.Central is part of TCO's Food & Wine Campaign Activity and to be involved we require a contribution from your business of;

Registration Fee First Dish: \$200 +GST, plus \$50 per each additional dish.

In Kind marketing: 2 x gift vouchers to be supplied to the value of each menu item submitted.

The contribution will be specifically used for: social media, print promotions and media hosting, point of sales tools and campaign advertising. It also includes photography of your dish/business before or during campaign and inclusion in media pitches to visiting journalists.

BENEFITS

In return for your involvement, your business and menu items will:

- Be promoted throughout the campaign in digital and print collateral
- Point of Sales Tools and campaign advertising
- Photography of your dish/business before or during campaign
- Inclusion in media pitches to visiting journalists
- Receive access to a minimum of three professional images of your business/menu item
- 2x tickets to E.T.C Awards function – additional tickets will be available for purchase
- Help increase awareness of Central Otago's strengths in the Food & Wine sector

E.T.C Previous Winners

	2017	2018
People's Choice - Burger & Sandwich	1st = Chatto Creek Tavern & Monteiths Alexandra	Waipiata Country Hotel
People's Choice - Main Meal	Armando's Kitchen, Cromwell	Waipiata Country Hotel
People's Choice - Sweet & Dessert	N/A	1st = Waipiata Hotel & Hannah's Cafe @ Hayes Engineering
People's Choice - Pies	Hannah's Cafe @ Hayes Engineering	Eat Humble Pie, Alexandra
Judges Award - Pie	Pitches Store, Ophir	Chatto Creek Tavern
Judges Award - Burger & Sandwich	Chatto Creek Tavern	The Courthouse Cafe, Alexandra
Judges Award - Main Meal	Ancient Briton, Naseby	Olivers Restaurant, Clyde
Judges Award - Sweet & Dessert	N/A	Maniototo Cafe, Ranfurly
Judges Supreme Award	Ancient Briton, Naseby	Olivers Restaurant, Clyde



E.T.C EVENTS & EXPERIENCES

Events & Experiences

We're keen to encourage unique events, experiences and tours whether it's a special set course dinner, meet the winemaker, or a tour of an artisan producer. Each element is key to building the story of Central Otago's unique point of difference in the world of cuisine.

Ideas could include;

- Cherry Degustation - A multi course meal with cherries flavours spread throughout all dishes
- Learn the process, meet the producer and learn what's involved in growing or producing a high quality product. Saffron, Cheese, Olive Oil, Nuts, Fruit
- Winemaker Sessions - Visit a vineyard and meet the people behind the wines. How they embrace the landscape and seasons to create some of the world's finest wines.
- Learn a skill - how do you make your own cheese at home?

Events & Experiences - Costs

Promotion of Events, Tours and Experiences at venues participating in the Regional Menu Challenge is included in your registration costs.

Venues not participating in the Regional Menu Challenge may run an event, tour, or experience and will incur a participation fee of \$50 to support promotional activities.

Regional Focus Weekends

For 2019 we will continue our Regional Focus weekends to promote specific venues, offers, events, or experiences in specific sub-regions. The dates are:

Teviot Valley (October 5, 6 and 7)

Maniototo (October 11, 12 & 13)

Alexandra & Clyde (October 19, 20 & 21)

Cromwell (October 26, 27 and 28)



E.T.C PEOPLE'S CHOICE AWARDS & JUDGING

The Regional Menu People's Choice and Judges Awards are the primary components of the Eat.Taste.Central campaign.

A public voting competition will run via the event website and Central App to gather votes on individual dishes between September 20 and October 28.

The public will score dishes using a 1-10 scale across five sections:

1. Taste
2. Value
3. Presentation
4. Service
5. Theme & Local Product

All votes received will be averaged and the top five dishes in each category will be selected for the final judging round.

A panel of judges will rate the top five dishes for:

- | | |
|---------------------------------------|-------|
| 1. Execution | (15%) |
| 2. Appearance | (15%) |
| 3. Taste | (40%) |
| 4. Use of Regional Products and Theme | (20%) |
| 5. Beverage Match (if applicable) | (10%) |

29/30 October

Panel Judging (top 5 in each category).

30 October

Eat.Taste.Central 2019 Awards event (Venue TBC)





E.T.C Frequently Asked Questions

What and when is Eat.Taste.Central?

Eat.Taste.Central or ETC is a promotional campaign designed to encourage culinary inspired travel around Central Otago during September/ October and to build recognition of Central Otago as a top Food & Wine destination in the country. ETC takes place annually during Spring. The 2019 event will run from 20th September to the 28th of October.

Where does Eat.Taste.Central take place?

Cafes, Restaurants, Cellar Doors and Wineries located within the Central Otago District Council boundary.

What do cafes and restaurants offer during Eat.Taste.Central?

A core part of Eat.Taste.Central is the Regional Menu challenge, where each participating venue offers unique dishes in a variety of categories. These dishes are then voted on by the general public in a People's Choice Awards competition, and the top 5 in each section will move on to the Judge's Awards. There is also the option to create culinary experiences or events to complement the campaign.

The theme for the 2019 Regional Menu is Heritage Flavours; Inspired by Tradition.

What's new for Eat.Taste.Central in 2019?

For 2019 we're excited to have the support of additional event partners to grow the reach of the event in local and national markets. We are also working closer with partner organisations to build the recognition of Central Otago, and New Zealand as a food destination.

Based on operator, judge and public feedback we have added a new category to the Regional Menu challenge focussed on Tapas, Sharing Plates and Tasting Boards.

Who are the main supporters of Eat.Taste.Central?

The ETC program is run by Tourism Central Otago (part of the Central Otago District Council) as the key component of our Food & Wine marketing program. Through the activity, we partner directly with local venues and producers, and work with key regional and national organisations, businesses and media to extend the reach of the campaign.

How can my business be involved in Eat.Taste.Central?

The ETC program is run by Tourism Central Otago and we partner directly with businesses located within the Central Otago district. Venues create their own menu offerings or events. Interested participants should contact Tourism Central Otago for more information on how they can become involved. There is a participation fee to be involved in the campaign.

Agricultural and artisan producers, breweries, wineries, tour operators and accommodation providers can collaborate with venues, or package special itineraries or events to promote alongside the campaign activity.

We will be participating in E.T.C but we'd like to partner with another business, is this possible?

Yes, of course! We encourage you to connect with local producers and suppliers to really highlight our unique regional flavours. The Regional Menu Challenge even allocates points for use of local product. You can also get creative with unique events or opportunities to supplement your menu item, or host a special event with another partner. These events will provide locals and visitors with even more reasons to wine & dine throughout the campaign period.

What types of events can we host?

Whether it's a special hosted chef event, behind-the-scenes tours, food and produce tours, farmers markets, set dinners or winemaker tastings. ETC is an opportunity for locals, visitors and foodies to uncover some hidden secrets, learn our food story and explore the whole region.

How will Eat.Taste.Central be promoted?

- A section of centralotagonz.com (also accessed via www.eattastecentral.co.nz), Lists the entire Regional Menu and events programme. There will be details, on special offers, event partners and the ability to vote for the People's Choice Awards.
- Campaign collateral including posters, POS tools, Regional Menu brochures, photography and video.
- Targeted social media and advertising including dedicated Facebook and Instagram promotion via the Central Otago NZ and Eat.Taste.Central social pages.
- Targeted PR outreach to national and regional media and social influencers encouraging consumers to participate in Eat.Taste.Central; as well as coordinating PR stories highlighting the Central Otago Food & Wine story.

How do locals and visitors take advantage of Eat.Taste.Central, and where do they get more details?

Visitors can go to www.eattastecentral.co.nz or the Central App to see which venues are participating, search the regional menu (by location or category) and for direct links to venue websites for offer details, events and participating restaurants.



FOR MORE INFORMATION

Campaign Enquiries

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New Zealand

General Enquiries, Registration and Information

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