

EAT.TASTE.CENTRAL - 2018

EAT.TASTE.CENTRAL (E.T.C) is promoted within the domestic travel market encouraging locals and visitors to explore and share the tastes of Central Otago during a 5-week period. The main component of the campaign is the themed Regional Menu.

Participating businesses will create dishes across four categories with their interpretation on the theme of “Slow Cooked and Homegrown – the flavours of Central”



Eat.Taste.Central

“Slow Cooked and Homegrown – the flavours of Central”

Pie Challenge

Main Meal & Match Challenge

Burger/Sandwich Challenge

Sweet & Dessert Challenge

‘Best Match’ – any of the above matched with a Central Otago Wine, Beer or Juice

For 2018 we have also added four Regional Focus weekends to promote specific venues, offers, events, or special Food & Wine experiences. The dates are:

Cromwell (September 28, 29 & 30)

Teviot Valley (October 5, 6 & 7)

Maniototo (October 12, 13 & 14)

Alexandra & Clyde (October 19, 20 & 21)

GETTING INVOLVED

Local Central Otago businesses including Restaurants, Cafes, Wineries and Breweries are encouraged to participate by submitting dishes, or collaborating with other businesses or producers. Businesses participating in E.T.C will need to:

- Be based within the Central Otago regional boundary
- Be registered on www.centralotagonz.com and have an up-to-date online business listing
- 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 all required food standards
- Create at least one specific menu item that meets the campaign requirements

KEY DATES

Tuesday, 17 July	Expression of Interest due to tourism@codc.govt.nz
Tuesday, 31st July	Submit description of menu item(s) to tourism@codc.govt.nz <i>TCO reserves the right to decline a menu item if it does not meet the criteria</i>
Friday, 3 rd August	TCO will confirm accepted menu items and advise participants
6 th – 24 th August	E.T.C Collateral and website design period.
6th September	E.T.C Menu Launch Release
14 th September	E.T.C Regional Menu Challenge and Public Voting commences
<i>28, 29, 30 September</i>	Regional Focus Weekend: Cromwell & Bannockburn
<i>5, 6 & 7 October</i>	Regional Focus Weekend: Teviot Valley
<i>12, 13 & 14 October</i>	Regional Focus Weekend: Maniototo
<i>21, 22 & 23 October</i>	Regional Focus Weekend: Alexandra & Clyde
22 nd October	E.T.C Regional Menu Voting closes
25 October	People's Choice Winners announced
26, 27 & 28 October	Judging Weekend
29 th October	E.T.C Celebration Event and Awards Announcement (Venue TBC)

COSTS

Eat.Taste.Central is part of Tourism Central Otago's Food & Wine promotional activity and participation in the campaign involves a financial and an in-kind contribution as detailed below;

Registration Fee:

\$150 for 1st menu item
\$50 for each additional menu item

e.g An Entry in the Pie, Main Meal and Sweet/Cake categories will cost \$250

In Kind Marketing: To support TCO campaign promotions and media hosting we request each venue to accept two unique E.T.C vouchers (created by TCO) to the value of your highest price menu item submitted.

TCO will produce a numbered and labelled voucher for your business and will advise you of the details prior to the voucher being issued.

Any unused vouchers held by TCO will be destroyed at the end of the campaign.

BENEFITS

By being involved in E.T.C your business will:

1. Receive point of sales promotional tools and inclusion in campaign advertising
2. Receive professional photography before and/or during campaign of your dish/business. You will receive access to a minimum of three high-quality images of your business/menu items.
3. Your business/menu item promoted throughout the campaign period in social media, website, print and media (where applicable)
4. Assist TCO to increase awareness of Central Otago's strengths and diversity in the Food & Wine sector
5. Be given two tickets to E.T.C Awards celebration, additional tickets may be purchased for a minimal fee.

PEOPLE'S CHOICE AWARDS & JUDGING

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

A public voting section will run on the event website www.eattastecentral.co.nz to gather votes on individual dishes between September 14 and October 23.

The public will score dishes using a 1-10 scale across four categories:

1. Taste
2. Value
3. Presentation
4. Service

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%) |

REGIONAL FOCUS WEEKENDS

An opportunity for businesses and communities to highlight their own local artisan producers, products and experiences. There is also potential to develop unique packages between food, activity and accommodation operators.

We will run specific promotional campaigns to support these weekends highlighting the Regional Menu in each area, plus any additional events or experiences on offer.

Examples of regional activities you may want to develop for promotion include:

- Accommodation, Meal & Activity Packages
- Set Course or Themed Meals
- Food & Beverage related events
- Themed tours, walks or tasting experiences.

Dates

28, 29, 30 September Regional Focus Weekend: Cromwell & Bannockburn

5, 6 & 7 October Regional Focus Weekend: Teviot Valley

12, 13 & 14 October Regional Focus Weekend: Maniototo

21, 22 & 23 October Regional Focus Weekend: Alexandra & Clyde

To include an event, package or experience within your local Regional Tasting weekend please send details as requested in the submission guide below.

E.T.C ENTRY SUBMISSION GUIDE

Theme 'Slow cooked and homegrown – the flavours of Central Otago'

Please complete all relevant sections and email to tourism@codc.govt.nz

Registration Fee:

\$150 for 1st menu item + \$50 for each additional menu item. (ex GST)

e.g An Entry in the Pie, Main Meal and Sweet/Cake categories will cost \$250

Business Name	
Contact Name	
Contact Email	
Contact Phone	
Opening hours during campaign	

E.T.C Menu Item #1

Menu item title (maximum 5 words)	
Category (<i>Pie, Burger/Sandwich, Main Meal, Sweet/Dessert</i>)	
Menu item description (<i>up to 50 words</i>)	
Menu item price	
Beverage match (<i>and price</i>) – <i>Note due to space we can only list one match per dish. Central Otago Wine, beer, juice, other</i>	
Local Products used	

E.T.C Menu Item #2

Menu item title (maximum 5 words)	
Category (<i>Pie, Burger/Sandwich, Main Meal, Sweet/Dessert</i>)	
Menu item description (<i>up to 50 words</i>)	
Menu item price	
Beverage match (<i>and price</i>) – <i>Note due to space we can only list one match per dish. Central Otago Wine, beer, juice, other</i>	
Local Products used	

E.T.C Menu Item #3

Menu item title (maximum 5 words)	
Category (<i>Pie, Burger/Sandwich, Main Meal, Sweet/Dessert</i>)	
Menu item description (<i>up to 50 words</i>)	
Menu item price	
Beverage match (<i>and price</i>) – <i>Note due to space we can only list one match per dish. Central Otago Wine, beer, juice, other</i>	
Local Products used	

E.T.C Menu Item #4

Menu item title (maximum 5 words)	
Category (<i>Pie, Burger/Sandwich, Main Meal, Sweet/Dessert</i>)	
Menu item description (<i>up to 50 words</i>)	
Menu item price	
Beverage match (<i>and price</i>) – <i>Note due to space we can only list one match per dish. Central Otago Wine, beer, juice, other</i>	
Local Products used	

E.T.C Regional Focus Event, Experience or Package

28, 29, 30 September Regional Focus Weekend: Cromwell & Bannockburn

5, 6 & 7 October Regional Focus Weekend: Teviot Valley

12, 13 & 14 October Regional Focus Weekend: Maniototo

21, 22 & 23 October Regional Focus Weekend: Alexandra & Clyde

Title (maximum 5 words)	
Location	
Date & time	
Short description (up to 50 words)	
Price (if applicable)	
Long description (up to 250 words)	
Bookings/availability (<i>booking preference or restrictions on availability</i>)	

Images for your event, experience or package are to be sent to tourism@codc.govt.nz

All Regional Focus Food & Wine events will be loaded in the [Central Otago NZ Event Calendar](#).