Bournemouth Food and Drink Festival

17th June to 26th June 2016

BOURNEMOUTH

FOOD & DRINK

FESTIVAL

BE PART OF IT

Bournemouth Food and Drink Festival 2016:

As we enter our 6th year, Bournemouth Food and Drink Festival is rapidly growing into one of the South Coast's premier food events. With our aim of promoting local produce and supporting local businesses the festival enjoys close partnerships with Bournemouth Borough Council, The Town Centre Bid, The Coastal Bid and the Bournemouth Chamber of Trade and Commerce. This combined with growing support from our media partners and sponsors such as The Daily Echo and The Bournemouth Development Company, and the fact that on average 46,000 people pass through Bournemouth Square every day during the festival (rising as high as 90,000 per day at weekends) makes this festival a major platform for you to showcase your product or food related business.

The Festival will be launched on 16th June by the Bournemouth Chamber of Trade and Commerce at their now annual Barons of Beef Event and will formally open to the public on 17th June with the commencement of ten days of food related events in Bournemouth Square. These events will include our ever popular Farmers and Producers Market and our Demonstration Kitchen. All this supported by our world class Street Food Market which will run for the entire ten days of the festival.

This festival is organised for you and whilst the hub of activities will take place on Bournemouth Square we want all food related business in Bournemouth to get involved, by either introducing new products, showcasing existing products or signing up to our #Food15 Campaign.

This document is designed to help you find ways of getting involved. It is split into sections to allow you to read those areas that interest you or to skip sections not relevant to your business. It is not a closed list of activities - in fact we would very much welcome your own suggestions. By working together we are confident that we can continue to grow the Bournemouth Food and Drink Festival to the benefit and enjoyment of all concerned.

BE PART OF IT 2016

Street Food Festival

Location: Bournemouth Square
Dates: 17th June – 26th June

Bournemouth Square will come to life as our ten day Street Food Market returns with tastes and flavours from around the world. This is your opportunity to really engage with the thousands of residents, workers and tourists who regularly fill Bournemouth Square. During the 2015 Festival over 460,000, people passed through this space (numbers taken from Bournemouth Tourism and Town Centre Bid).

This is your opportunity to join the likes of Fundi Pizza, Giggi's, Casa Carlos, Roly Poly, The German Pan House, Bush Farm, The Gourmet Grilled Cheese Company and La Tasca, all of whom have confirmed participation in the 2016 Street Food Festival.

This really is the most exciting way of promoting your business. By taking part in this part of the festival you will be supported by our expert event management team who will advise you on all aspects of outdoor events, the equipment you may need and how best to market your products.

Priority for new pitches is given to local businesses, however we do welcome applications from other areas. All ideas will be considered; for example selling full meals, sample portions, give-aways, demonstrations, BBQ's etc. Contact us to discuss your ideas and we will help you develop them. We will also consider applications from traders outside of Bournemouth who offer an exciting foodie option. Please note new traders will only be offered 5 days of trading in their first year.

TO BE PART OF IT request a Street Food Festival Application and rates card now

Farmers and Producers Market

Location: Bournemouth Square
Dates: 17th June – 19th June and 24th June – 26th June

Nothing says "local" better than a Farmers and Producers Market bringing together the best of what Dorset, The New Forest, Hampshire, The Isle of White and surrounding sea has to offer.

This market will operate on Bournemouth Square between 10am and 6pm over two weekends: 17th June to 19th June and 24th June to 26th June. This part of the festival allows local farmers and producers the opportunity to showcase their products to the tens thousands of people who use this space every day. Please note you do not have to trade both weekends.

You will be joining the likes of The Dorset Smokery, Dark Matters, The Garlic Farm, Marshwood Vale Cider and Oxfords Bakery in this increasingly popular part of our Food and Drink Festival.

By taking part in this market you will also be introduced to local chefs who are keen to use your products in their Festival Menus. It is our hope that this will lead to continuing business relationship between our farmers and producers market and the Bournemouth food industry. The Bournemouth Chamber of Trade and Commerce have already confirmed that they will be using produce from participant in this market for their Barons of Beef Event (formal launch of the Bournemouth Food and Drink Festival on 16th June).

TO BE PART OF IT request a Farmers and Producers Market Application and rates card now

Stage an Event

Location: Any Bournemouth Venue
Dates: 17th June – 26th June

By organising a food related event you will automatically become part of the Bournemouth Food and Drink Festival. We will consider all ideas but we ask one thing; that the event should be exciting and innovative. Here are some ideas:

£15 Food Offer: (aimed at Bournemouth Restaurants and Eateries) **#FOOD15** is a marketing campaign run in conjunction with the Bournemouth Town Centre Bid and The Bournemouth Coastal Bid. Launched in 2015 we invite all Bournemouth restaurants to introduce a meal deal for the price of £15. These deals are featured on our website and promoted via our media partners.

Stay and Eat: (aimed at hotels and B&Bs) Offer potential guests a chance of a two night stay during the festival combined with a dining experience either through a partnership with a local restaurant (we can help with this) or by hosting a culinary event in your own restaurant i.e. a wine and food matching evening, where a wine expert explains his/her choice of wine for each course of your meal, or a meet the chef event where the head chef gets out of the kitchen and cooks in front of your guests.

Festival Menu: (aimed at Bournemouth Restaurants and Eateries) Using local produce sourced from the participant of our Farmers and Producers Market (we can help with this) design a Festival Menu/Dish to replace or compliment your traditional specials menu. This will encourage customers to think local when eating and afford them the opportunity to meet the supplier during our Farmers and Producers Market on the weekends of the Festival.

Foodie Events: (aimed at all Bournemouth Businesses) This is your chance to stage a one-off innovative food related event on your chosen date/s during the Festival period. Ideas include; Pool n BBQ Parties, Cheese and Wine Evening, Chilli Nights, Cocktail Making Classes, Medieval Banquets, Food Quizzes, Mini Beer/Cider Festivals - the possibilities are endless.

By staging an event you will automatically be listed on the Festival website for free. Events which demonstrate our brand values of Innovation, Passion, Fun, may also be included in Bournemouth Food and Drink marketing materials and press releases.

TO BE PART OF IT get in touch now with your ideas to allow us to help you develop these further.

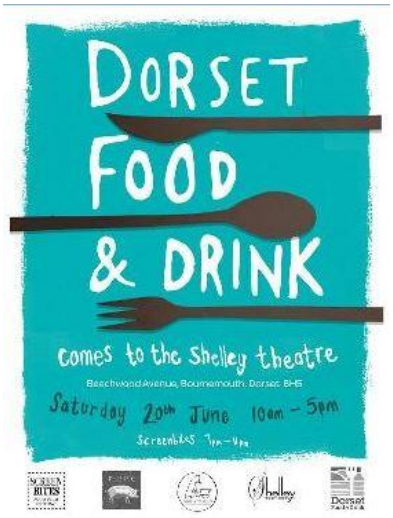
Good Food Fringe

Location: Any Bournemouth Venue
Dates: 17th June – 26th June

We are working in partnership with Sustainable Food City Bournemouth and Poole who are providing every business who chooses to stage an event using local or ethically sourced food and drink additional support. You will automatically become part of their Good Food Fringe which promotes all the great work businesses are doing throughout the town around sustainable food.

Last year saw the launch of the Good Food Fringe which included a range of events and festival menus. Businesses came up with some great ideas, from a foodie themed pub quiz, to Restaurant Hops, whole days celebrating sustainable food & drink and special "Taste of Dorset" menus. The options are only limited by your imagination, as long as the main ingredient of the event, menu or activity is a local or ethical product then you will automatically join the Fringe.

The Sustainable Food City Partnership will promote you and your event through all their social media, to their database of local, ethical consumers and on a dedicated website page. You may also be eligible for a Sustainable Food City Award to proudly celebrate the work you are doing to promote sustainable food throughout the year, not just during the Food and Drink Festival.



If you'd like to get involved in the Good Food Fringe contact the Sustainable Food City Partnership directly on:
Sarah Watson
07825 844362
Sarah.watson@bournemouth.gov.uk

Demonstration Kitchen

Location: Bournemouth Square
Dates: 17th June – 19th June

This is a popular way of showcasing your talents or those of your chef. These FREE demo slots in our dedicated demonstration kitchen always prove very popular.

The Demo Kitchen is split into three distinctive days: **Chef Kitchen** showcasing the finest chefs in the region, **The Peoples Kitchen** 'ready steady cook' style cook offs featuring teams of real people hosted by our festival chefs and **Kids Kitchen** when children take over our kitchen often putting mum and dad to the test. In 2016, **Kids Kitchen** will be held on Father's Day.

Festival Partners

Contact Us:

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