



alberta
on
the plate

restaurant information

Get ready for Alberta's province-wide celebration of local food and drink!

Alberta on the Plate is back to celebrate the incredible abundance that is grown and produced across our beautiful province. In celebration of Alberta Local Food Week, the dine around festival is centered around ten days of fixed-price menus highlighting local producers, growers, distillers and brewers. The annual festivities will take place across Alberta from August 6 to 15, 2021.

Food service providers that showcase local products, producers and artisans are invited to register to participate by offering a fixed-price, local menu for the festival period. These menus will highlight Alberta proteins, produce, crops and artisan goods while celebrating the beauty and bounty of our unique culinary landscape. Kid-friendly restaurants are also encouraged to offer a small plates version of their menu (or a special kids menu) that also features local ingredients so that families can enjoy Alberta on the Plate together.

New for 2021:

- Special menu options for breweries and quick service providers (like food trucks).
- Chef & Producer Meetups throughout the year to introduce you to even more amazing farms and producers interested in working with restaurants (to be held virtually until COVID-19 restrictions ease).
- New additions to the Alberta Ingredient Database that can help you source fresh, local ingredients from all across the province in one central place.





Eligibility Criteria

In order to register as a participating restaurant, you must meet the following requirements (valid proof may be required before approval of registration):

- The restaurant is in Alberta.
- The restaurant uses local ingredients on the menu year-round.
- The restaurant is committed to offering at least one (1) of the menu options for the festival period.
- The restaurant is in good standing with Alberta Health Services.

All types of restaurants and food service providers are welcome, provided they meet the above criteria. Caterers, food trucks and private chefs are also able to join in with the new Takeaway option, as long as they follow AHS requirements and have a designated pick up location.

Cost to Participate

All we ask is that you donate a Gift Certificate (with no expiration) to be used for contesting and media experiences.

Restaurants - \$50 gift certificate
Breweries & Quick Service - \$25 gift certificate

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 restaurant for 2021.
- Opportunities for media appearances (as available) in conjunction with the festival.

**For FAQ and to Register: AlbertaOnThePlate.com/Registration
Registration Deadline: Wednesday, June 30, 2021**



Festival Menus for 2021

Festival Menus are designed by a participating restaurant and are available to customers throughout the festival period (August 6 to 15, 2021). For the consumer, they are a great way to try out new restaurants or revisit old favourites. For restaurants, they are an opportunity to showcase how creative, sustainable, and delicious their food can be utilizing ingredients from their Alberta neighbours.

Festival Menu Pricing for 2021:

Two (+) course Lunches - \$15 or \$25

Two (+) course Dinners - \$25 or \$35

Three (+) course Gourmet Dinners - \$65

Takeaway meals – Restaurant set price

Kids Menu Two (+) course meals – Restaurant sets price

Breweries & Quick Service - Signature Alberta Dish - Restaurant sets price (max \$20)

Note: Prices are per person and do not include beverage, tax or gratuity.

Menu Planning

All registered participants will receive a menu planning form to help them plan their festival menu(s). These forms must be submitted back to the festival at minimum one week prior to the start in order for us to properly promote your offering.

Festival Menus must include:

- At least 3 local producers/farms/products
- At least 2 recommended pairings, 1 local craft beer and 1 cocktail using local spirit (not included in menu pricing). Non-alcoholic options may be included provided it is an Alberta product.

Festival goers typically make their decisions on menu offerings, so the more tempting the menu, the greater the opportunity for bookings.

Kids menus are not subject to the same pricing as the Festival Menus; however, the price will need to be included on the Menu Planning Form. Beverage pairings are not required for Kids menus, but a fun local soda or creation is sure to please any child!

Deadline to submit Menu Planning Form: Friday, July 30, 2021