



**ALBERTA  
ON  
THE PLATE**

**festival  
overview**



# what is Alberta on the Plate?

Alberta on the Plate is a province-wide celebration of the incredible bounty grown and produced across our beautiful province. Anchored by a ten-day dine around festival highlighting local restaurants and products, Alberta on the Plate is a new platform on which to connect consumers to agriculture by continuing the conversation started by initiatives like Alberta Open Farm Days.

For ten delicious days in August, participating restaurants offer multi-course, fixed price menus highlighting local producers, growers, distillers and brewers. These restaurants range from casual to fine dining and everything in between. Each menu has recommended local pairings to be sure you get the perfect match for your meal (not included in pricing).

Throughout the rest of the year, the festival helps chefs and restaurateurs to develop new relationships and/or strengthen existing relationships with local farms and producers. Alberta on the Plate also helps to share the Alberta food story with media and consumers through targeted outreach and its social channels.

The festival is produced by Food Tourism Strategies Inc., in partnership with local commodity groups and destination partners.



## 2020 highlights



**55 restaurants**

↑58% from 2019

**16 cities**

↑78% from 2019



**174 producers**

↑48% from 2019

**2581 meals sold**

↑74% from 2019



**\$ 110,000 menu revenue**

(not including additional food & drink purchases)



## 2020 festival summary

In its second year, Alberta on the Plate saw continued success, even though the global pandemic of COVID-19 threatened not only the festival's occurrence, but the event and restaurant industries as a whole. After discussion with local restaurant owners, the festival went ahead as restaurants were in need of any support they could get.

In response to the pandemic, the festival shifted some of its offerings in order to ensure the health and safety of the restaurants, farms, and the general public. The addition of a takeaway option not only allowed non-traditional food service establishments (i.e. artisanal charcuterie boxes) to join in the festival, but it also allowed consumers who were not comfortable dining out to still participate. It also allowed restaurants that were not open for dine in, but still offered takeout, also participate within their current capacities. The festival also reduced the minimum number of courses from three to two, and adjusted the pricing to be more affordable for both restaurants and consumers.

With the restaurant industry struggling, the festival allowed for increased promotion and awareness of local businesses, and saw great returns for those who actively joined in the celebration.

## vision

*“To be a hub for connection, collaboration, celebration and consumer engagement within the Alberta local foodscape.”*

## mission

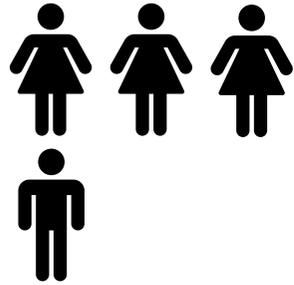
*“To celebrate and share the Alberta local food story through meaningful experiences and conversations.”*



## goals & priorities 2021-2025

- 1 To celebrate Alberta’s culinary and agricultural industries year-round.**
  - Host a festival celebration every August during Alberta Local Food Week
  - Incorporate pop up events & activations when appropriate
  - Seek out collaborative opportunities with likeminded organizations
  - Recognize industry champions and award winners
- 2 To connect restaurants to local farms and producers.**
  - Host networking sessions for chefs to meet local farmers and producers
  - Develop an open access Alberta Ingredient Database
  - Host farm tours for chefs
- 3 To develop a comprehensive food story for Alberta.**
  - Highlight the unique food stories of the different regions in Alberta
  - Identify agricultural and processed products in Alberta
  - Develop regional culinary trails
  - Explore indigenous and cultural cuisines/influences found in Alberta
  - Develop a definition for what is Alberta food
- 4 To share the Alberta food story with locals and tourists.**
  - Restaurant certification for local ingredient usage
  - Chef ambassador program
  - Community ambassador program
  - Social channels
  - Media outreach

# audience

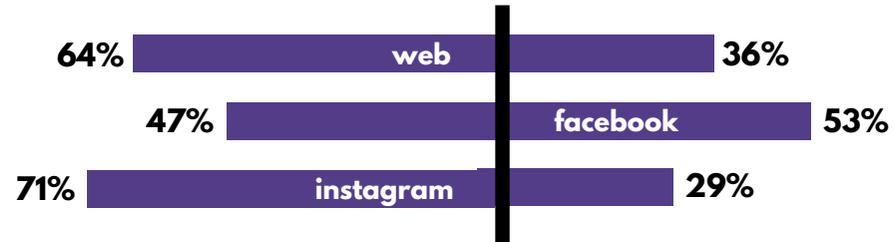


74% female

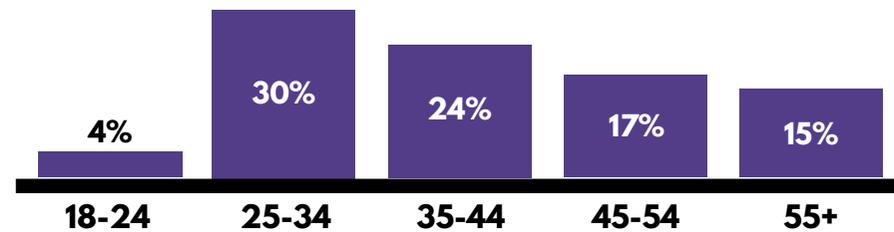
26% male



urban



rural



**94%**  
say supporting local is important to them

**99%**  
dined out with at least one other person

**63%**  
would travel 1+hours for a specific menu

**90%**  
dine out multiple times per month

**93%**  
likely or extremely likely to join in 2021

**81%**  
shop at farmers' markets

**76%**  
first heard about the festival on social media

**87%**  
dine out multiple times per month

**31%**  
buy direct from farms and producers

# looking ahead

2020 was a tough year for many businesses and events, demonstrating a clear need for support for our local restaurants and food producers. As we look ahead to 2021 and beyond, Alberta on the Plate is more committed than ever to helping showcase the amazing products, producers and businesses that make up our Alberta terroir.

We will continue to celebrate the industry during our ten-day festival around Alberta Local Food Week, while moving to a year-round platform for sharing our local food story. In addition to our chef and producer networking sessions, we are going to be engaging local media in a campaign around Canadian Ag Day in February, as well as introducing new chef and producer profiles to highlight the faces and stories of our local food advocates. Should the state of the pandemic allow, we will bring back in-person events during the ten-day festival so we can gather and share our stories on a more personal level.

Moving beyond our immediate future, we will focus on finding new ways to celebrate and share our food story, including a restaurant certification program, chef and community ambassador programs, as well as increasing our platforms for connecting and engaging with everyday consumers across the province and around the world.



# join us

Whether your organization becomes a festival sponsor or creates a customized partnership program, it will deliver experiential relevance and value to industry influencers including press, chefs, producers, tastemakers, and decision makers and their collective followers.

Through activations, branded engagements, product integrations, targeted social media efforts, and prominent logo placement, your organization has the tools to educate, entertain, and engage with a captive audience in support of the Alberta food scene.

So put your best foot forward. Visualize this partnership through the lasting impact it has on the local food economy.

This is more than a marketing play. It's about creating meaningful experiences that will resonate long after the festival is over.

Let's connect about the opportunities that await your organization.

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