



alberta
on
the plate

restaurant information

breweries & quick service



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 2021 Dine Around 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.

We invite breweries and quick service food establishments (like you!) to join us in celebrating our local producers by offering a Signature Alberta Dish for the ten days in August. You will join other establishments across the province in featuring our amazing food and drink.

The following outlines additional information to help you better understand how you can join in the fun!



Special thanks to our partners





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Eligibility Criteria

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

- The establishment is in Alberta.
- The establishment uses local ingredients on the menu year-round.
- The establishment is committed to offering at least one (1) of the menu options for the festival period.
- The establishment 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 \$25 Gift Certificate (with no expiration) to be used for contesting and media experiences.

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 establishment 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 establishment 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:

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

Should you prefer, you are welcome to offer multi-course menu(s) instead of (or in addition to) the above.

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

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

Menu Planning

After the registration period closes, all registered participants will receive a menu planning form to help with planning 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). Breweries are exempt from the cocktail requirement.

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

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