alberta on the plate

participant information

#ABonthePlate 2026

what you need to know

- How It Works
- Cost to Participate
- What You Get
- What You Need To Do
- Menu Options
- Support Resources
- Contact Info

how it works

- Register to Participate on the website before June 29, 2026.
- You pick one (or more) of the menu options to offer for the festival period.
- We (and you) promote your restaurant and offerings leading up to and throughout the festival.
- You are recognized as a champion of Alberta local food and drink!

cost to participate

- All we ask is that you donate a Gift Certificate (with no expiration) to be used for contesting and media experiences.
- Recommended amounts based on establishment type:
  - Restaurants - $50
  - Breweries & Quick Service - $25

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 2026.
  - Postcards, poster, etc.
- Opportunities for media appearances (as available) in conjunction with the festival.

what you need to do

- Register online
- Get your profile built
- Pick the menu option(s) you want to offer during the festival
- Plan your menu(s)
- Get ready to welcome your guests
  - Educate your staff
  - Incorporate into social
- Track your guests

2026 theme

2026 is the International Year of Rangelands and Pastoralists, and Alberta on the Plate is joining in the celebration! Rangelands include grasslands, shrublands, woodlands, and deserts, while pastoralists are people who depend on grazing livestock for their livelihoods.

To celebrate, we're encouraging our 2026 participating establishments to include at least one of the following rangeland ingredients on their menus:

- **Beef**
- **Bison**
- **Lamb**
- **Chicken / Eggs**

menu options

*You can pick from our list of menu options for whichever best suits your needs, and however many you want to offer. Each menu must include at least **THREE** local producers/farms, as well as a recommended local beer/cocktail/mead/fruit wine (not included in pricing).*

Restaurant/Quick Service Menu Options:

- Single Dish - $15, $25, $35
- Standard (2 courses) - $25, $35, $45, $55
- Gourmet (3+ courses) - $55, $65, $75, $85+
- Kids Menu - restaurant sets price
- Quick Service Offerings - $5, $10, $15

Breweries/Quick Service Options:

- Signature Alberta brew/cocktail/flight - you set the price
- Drink + local snack/dish - $10, $15, $20

support resources

- Meet a Producer Sessions
  - Virtual meetup to get to know some of the local farms & producers
- Alberta Ingredient Database
  - Local farms and producers interested in working with restaurants
- Beer Pairing support through ASBA (Alberta Small Brewers Association)
  - Let us know your menu ideas and ASBA can share it with their members for recommendations *advanced notice needed*
- Social Media Templates & Content Ideas
- Staff Training Support Materials
- Tracking sheet for festival sales

contact information

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