

Wanted:

- Restaurateurs
- Chefs
- Caterers / Cooking Schools



What is Dine Alberta?

Dine Alberta is a wonderful opportunity to bring Alberta's outstanding bounty to the attention of Albertans and visitors to the province.

Regional cuisine advocates the usage of quality locally grown ingredients, in union with the culture, geography, and history of Alberta. Dine Alberta offers diners all over the province a chance to enjoy menu dishes created with regional Alberta ingredients in participating restaurants on a year-round basis.

Dine Alberta has created a recognizable brand to showcase local agriculture products, family owned farms, and value added processing.

Long-term chef & producer partnerships are a forged result of **Dine Alberta**. Consumers are now more aware and are looking for the local/regional eating experience.

We invite you to register your restaurant today!

Your restaurant will benefit by:

- ✎ Being included in a provincial multi-media campaign
- ✎ Supporting the awareness and purchase of world-class regional and local foods to strengthen the Alberta agricultural industry
- ✎ Providing a new dining experience for consumers to taste fresh local ingredients

Dine Alberta menu minimum requirements:

- ✎ Menu items to contain a minimum of 70% locally or regionally sourced Alberta products
- ✎ Menus must identify producer or source of ingredients in description of menu items.
- ✎ We encourage the use of the lesser-known foods grown and raised in Alberta (free range, organic, alternative meats)

Who has the best information?

Marlene Abrams (780) 968-3519 (toll free access dial 310-0000) **OR**
e-mail at: marlene.abrams@gov.ab.ca

The Dine Alberta program will provide at no cost:

- ✎ A **Regional Cuisine Sourcing Directory** listing all products and suppliers in hard copy and access to the searchable on-line version
- ✎ Advertising presence on website www.dinealberta.ca
- ✎ Participating producers & suppliers will receive the list of participating Dine Alberta restaurants and caterers to call to arrange possible purchases
- ✎ Promote Dine Alberta all year round

Making Things Happen... What you need to do:

- ✎ Register to participate in **Dine Alberta**
- ✎ Return your completed registration form
- ✎ Review the **Regional Cuisine Sourcing Directory** to generate menu ideas
- ✎ Make contact with producers to help plan your menu
- ✎ Order local products from producers
- ✎ Promote **Dine Alberta** on your own website, newsletter and with other area businesses. If your restaurant is located in a hotel, coordinate promotion with Concierge and hotel staff

Get involved in Dine Alberta!

1. Complete the attached Dine Alberta registration form.
2. Return completed registration by fax or mail.

Check out the web site: www.dinealberta.ca

Dine Alberta Registration Form



Fax to: **(780) 963-4709**
 Mail to: Marlene Abrams
 Alberta Agriculture & Rural Development
 #106 4709 – 44 Avenue
 Stony Plain AB T7Z 1N4

Restaurant name:					
Mailing Address:		Rest. Address:			
City:				Postal Code:	
Telephone number:		Reservation number:			
Fax number:					
Email address:					
Website address:					
Chef:					
Main Contact:					
Days Open:			Hours of Operation		
Short 1-2 sentence description of your restaurant (which will be used for brochures and promotional purposes)					
Alberta regional cuisine contains 70% locally or regionally sourced Alberta products. Your restaurant offers (please check appropriate box)					
1. Year round regional cuisine items			Yes <input type="checkbox"/>	No <input type="checkbox"/>	
2. Seasonal regional cuisine items (i.e. June- October)			Yes <input type="checkbox"/>	No <input type="checkbox"/>	
If non-English media would like to do interviews - can your business help? Who should they ask for:					
Name:		Title or Position:		Language Spoken:	
I am willing to let media contact me to use my story in publicity releases.			Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Signature: _____			Date: _____		