



Planning a Regional Cuisine Event

With Dee, Gloria, and Wes

Explore Direct 2005




Welcome!

- Speaker order
- Gift Draw
- Questions???





Gloria Beck from Parkland Nursery



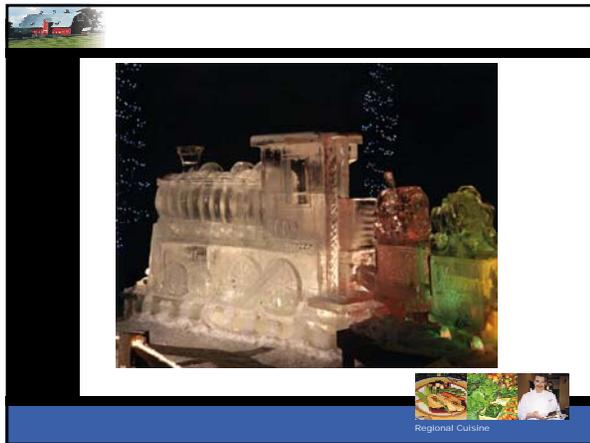












Dee Hobsbawn-Smith of Foodsmith Inc.



Regional Cuisine



Regional Cuisine



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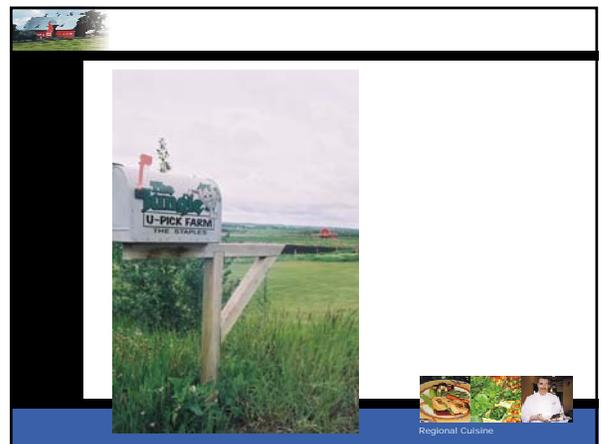
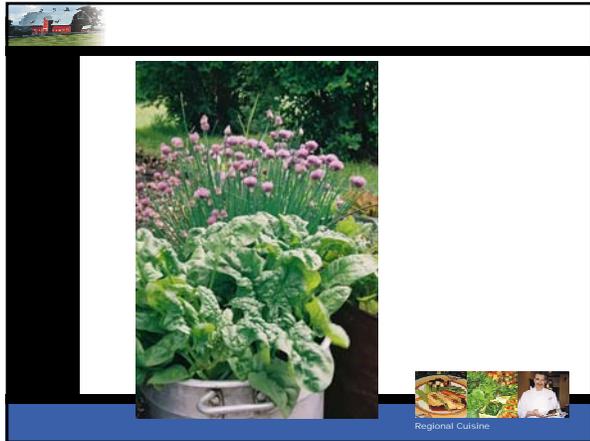
Regional Cuisine



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Regional Cuisine

Regional Cuisine

- Features seasonal foods
- Locally produced food with global influences
- Experiencing Food




Regional Cuisine

Two Regional Cuisine Events

Strathcona County's 2nd annual



Experience a leisurely evening of regional Strathcona County cuisine. This gourmet meal features exotic meats and produce provided by our local producers.





Regional Cuisine



Saturday, October 18, 2003 6 p.m. reception,
7 p.m. program, 7:30 p.m. dinner.
Ardrossan Recreational Complex 80 - 1 Avenue, Ardrossan

Your Harvest Festival evening of fun includes:

- A five course meal prepared by Executive Chef Jasmin Kobajica of the Crown Plaza Chateau Lacombe
- Presentations by Authors Judy Shultz and Mary Bailey on regional cuisine
- Bruce Bowie of CFSN FM as Master of Ceremonies
- Live local music and entertainment
- Learning about the Agricultural Producers in Strathcona County
- Door prizes
- Dress Country casual

1. Invited potential partners
2. Set up meetings



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3. Created a business plan

food, entertainment, decorating, market place, and ticket sales and promotion, presentation, wine/bar and door prizes



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4. Designed the menu
5. Selected the venue and entertainment



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Strathcona County 1st Annual
Harvest Festival of Foods
\$50 per person

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Table 1 Seater | Table 1 Seater |

6. **Implemented the promotional campaign**

7. **Coordinated the ticket sales and seating**



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8. **Set up decorations, lighting and kitchen**

9. **Hosted the event**



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10. **Learned lessons**

11. **Gathered results**



Regional Cuisine



the pots are bubbling
and the grills are sizzling

in more than 70 Alberta restaurants
from the Peace to the Badlands

Celebrate the harvest from field to table.
During Dine Alberta, chefs partner with
farmers and ranchers to highlight the good
food we grow right here at home.



Regional Cuisine



Dine Alberta:
Savour Regional Flavour

General Points to consider and establish for your event



Regional Cuisine



Dine Alberta:
Savour Regional Flavour

- Establish vision and purpose and develop parameters.
- Develop criteria for participants.



Regional Cuisine



- Develop committee structure of meeting schedules, people, defined roles, and communication methods.
- Identification and approach of possible funding partners:




- Develop and produce Producer Directory
- Develop promotion and advertising plan:




- Maintain and continue developing relationships with participants, acting as a resource for them before and during Dine Alberta.
- Periodic evaluations and intra-committee updates.



Gloria, Dee, and Wes