

BUSINESS INVITATION



TASTE THE *Countryside*

SEPT. 23 - OCT. 3, 2021



Taste the Countryside

Explore Food in the Region's Countryside

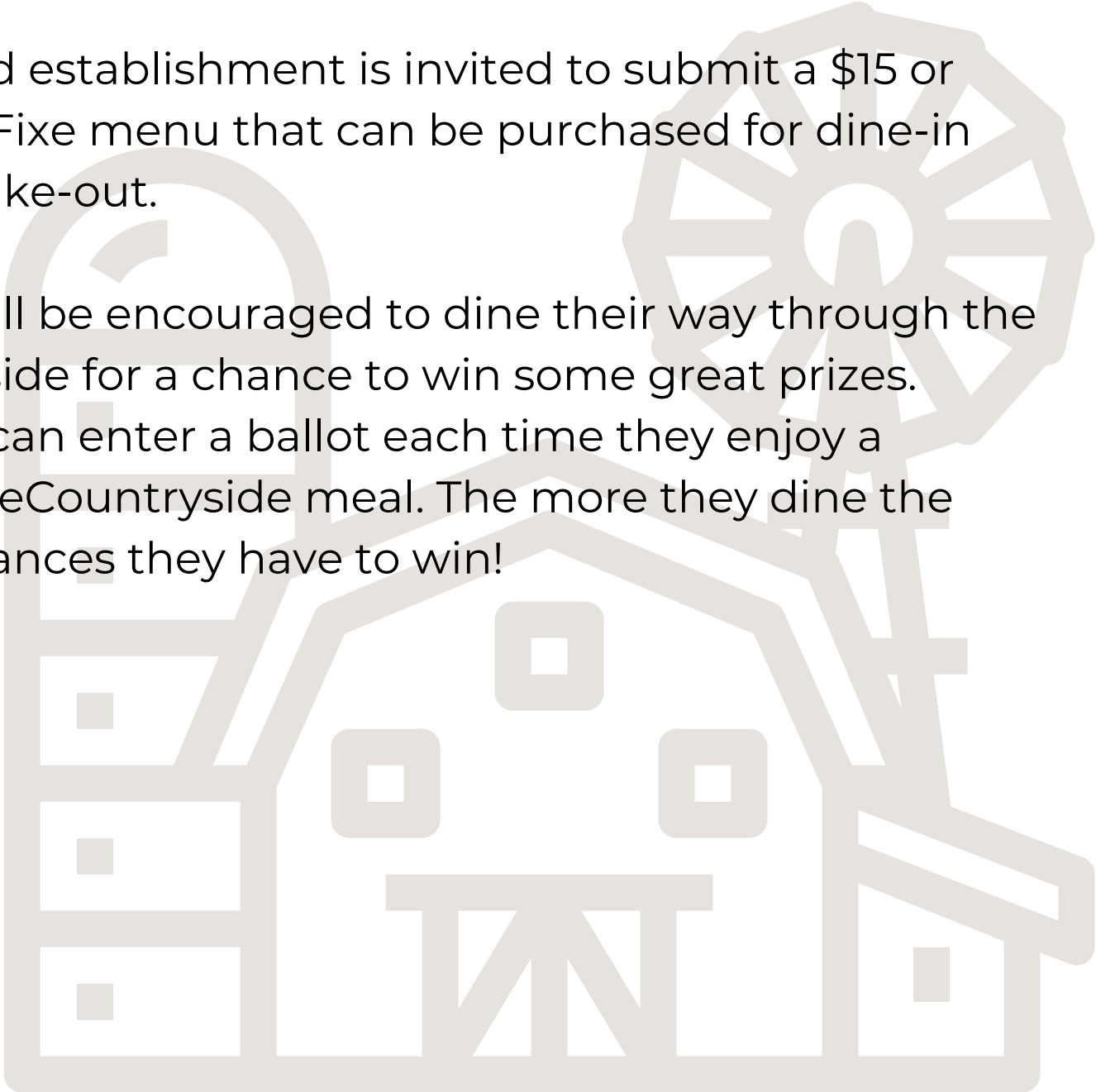
September 23 - October 3, 2021

About #TastetheCountryside:

#TastetheCountryside is a 10-day dining event promoting delicious menus that incorporate local produce in the Region's Countryside!

Your food establishment is invited to submit a \$15 or \$35 Prix Fixe menu that can be purchased for dine-in and/or take-out.

Locals will be encouraged to dine their way through the Countryside for a chance to win some great prizes. Patrons can enter a ballot each time they enjoy a #TastetheCountryside meal. The more they dine the more chances they have to win!



Why your business should participate in #TastetheCountryside:

Due to great success and participation last year, we have decided to launch the annual Taste the Countryside event for the second time! There is a lot going on in the industry right now, but with everything slowly getting back to normal we want to keep the buzz going even after the season starts to slow. This 10-day eat local marketing campaign will encourage locals to dine-in or take-out from local food establishments that support local producers.

You can choose to participate with either a \$15 or \$35 Prix Fixe menu. We will use a mix of social media and print marketing to let people know what your menu has to offer! Your menu will be added to a guide that will include contest instructions and a map of all participating businesses and their menus.

Consumers enjoy tasting local authentic food, and because of this there were hundreds of participants at last year's event! Businesses have the chance to showcase their menu and provide the taste of supporting and using local producers in their dishes.

2 Steps to Participate!

This year's #TastetheCountryside event will focus on supporting "local" even more! The pandemic has brought forward hardships for all in the tourism industry and beyond. We are eager to work together and support local businesses as much as we can!

Criteria to participate:

- You must include at least 3 local ingredients in your menu!
 - *Local = a business operating in the Township of Woolwich, Wilmot or Wellesley. This includes vendors at your local Farmers Market.
- Follow the sign up instructions below

So, how do I sign up?

1. Please complete and submit the [ONLINE FORM](#) by Friday, August 20th at 5pm.
2. Join the #TastetheCountryside info session on Tuesday, August 24th from 10:00 a.m. - 10:30 a.m. via Zoom.
3. Create and submit your #TastetheCountryside menu to Jasmine (jnanda@woolwich.ca) by Thursday, August 26th at 5pm.

FAQs

Q: What is the cost to participate?

A: It's free for your business to participate! We can't wait to get people supporting local for #TastetheCountryside! We would like to encourage as much participation as possible by offering a prize(s) to customers. If you would like to enter something for the prize, please let us know.

Q: Is #TastetheCountryside asking for discounts?

A: Absolutely not! This is why we have created two price points (\$15 and \$35), so that you can offer a tasting experience that suits your menu and target market without giving a discount.

Q: How long does it take to sign up?

A: Only about 5 minutes! What are you waiting for!?

If you have any questions, please contact Jasmine at jnanda@woolwich.ca.

Follow [@tastethecountrysidewr](#) on Instagram for event updates.