

## **Love Your Food Show 2024**

Applications are sought from Taste Ards & North Down members who meet the below criteria and brief that have been issued specifically for this trade show. Applicants will be assessed against a criterion through their responses in the form.

Applicants will be expected to contribute fully to the promotion of Ards and North Down as a food and drink destination and play a full part in concurrent activities planned throughout the final two weeks of March 2024 which form a 'food and drink industry' fortnight.

Applicants are open to producers who are fully artisanal field to fork/glass or tide to table as well as restaurant businesses who can offer a range of Ards & North Down produce. Emphasis here is on quality, provenance, and the backstory of applicants.

### **Scoring your answers**

Full answers are needed here. You must be able to demonstrate what you can contribute to Taste Ards and North Down as much as taking profit from attendance at the LYF show. Explain clearly how you hope to capitalise on any offer of a place at the trade event and how you can promote Taste AND with your presence.

Answers will be scored and in the event of over subscription additional weighting will be provided.

### **Applications Assessment and Criteria**

#### **Criterion 1: Your Food Story (0-5 points)**

Give a brief account of your recent food story; this might include recent awards won and achievements, or any new developments in your story that justifies a place at the LYF trade show.

#### **Criterion 2: Provenance of Product/Produce (0-5 points)**

Producers: authenticity of your produce, is your product fully field to fork or glass or tide to table? Where do you source ingredients? Are your suppliers local? Who are they? What is so special about your recipes?

Restaurants: what is the authenticity of your offer? Does your proposed menu relate to Ards & North Down food culture, if so, what is it? You can list your local suppliers of which at least 6 are Ards & North Down based?

#### **Criterion 3: Reasons for Attending the Show (0-5 points)**

State clearly the value of attending the show to your business? Is the purposes of attending the show to reach new customers or launch new products? Are you testing or trialling the value of attending this show for future development?

#### **Criterion 4: Network Linkages (0-5 points)**

What are you giving back to the Taste AND network through attendance at this event? Are you supporting the promotion of ANDBC as a food destination? Will you be promoting any participation/hosting in festivals, events, activities, food experiences and tours? Can you evidence your past support?

**(continues)**

## Additional Evaluation

Additional points for:

- Business is less than two years old. (+2 points)
- First ever attendance at a large trade show event. (+4 points)
- Business has not been granted a space at ANY Ards & North Down events in 2023. (+2 points)
- Business stepped in to fill a vacated space at a trade show at a late stage during 2023. (+2 points)

Subtracted points for:

- Business was offered a place via Taste Ards & North Down at an event during 2023 and recorded a 'no-show'. (-4 points)
- Business accepted a place via Taste Ards & North Down at an event during 2023 and later withdrew from the event. (-2 points)
- Business has previously recorded infringement of Taste Ards & North Down membership rules. (-2 points)

## Fees/Deposit Scheme

The following fees have been set for the Love Your Food Show:

- Producer businesses under £120K turnover per annum pay a £150 deposit. 50% Returnable upon completion of event.
- Producer businesses over £120K turnover per annum pay a £250 deposit. 50% Returnable upon completion of event.
- Restaurant businesses will pay £300 deposit with 50% of the fee being returnable upon completion of event.

Your place at the event is **NOT** confirmed before any offer and full payment of the fee has been received. Instructions for payment will be sent to successful applicants. You will forfeit your place in the event should you fail to become a full Taste AND member in January 2024. Associated members will not be eligible.

Deposit refunds will be made within seven working days after the event.

**NB: There will be no refunds if you withdraw from the event on or after 1 February 2024. Where there are extenuating circumstances, refunds are at the discretion of the Tourism Development Manager.**

**What Taste AND will not pay for:**

1. Plumbing.
2. Electricity.
3. Additional cooking equipment,
4. More than two power connections

**What happens next?**

We will review your application and responses will be scored in accordance with the above pre-set criteria, the top eight scoring businesses will be offered a place with two others being held in reserve.

If offered a place you must commit to:

1. Attending the event.
2. Full payment.
3. Support promotion of Taste AND.
4. Include Taste AND identity within your stand presentation.
5. Adhere to LYF rules and guidance.
6. Supply requested information quickly and without quibble.