

Welcome to the Year of Culinary



What connects us

- We are defined by our agriculture and fisheries. They have shaped our Island and are the essence of our cultural identity
- The Tourism industry of PEI owes a huge debt to the farmers and fishers that have created the “gentle island”
- The three sectors are linked by their past and future



The contributing factors

- **Culinary tourism**...a growing cultural experience that travelers are demanding and travel destinations are developing.
- **Buy Local initiatives**...are gaining traction and working everywhere
- **PEI Food Export products**...are well known brand ambassadors of PEI



The Culinary Alliance

- Created as an outcome of a collaborative effort between provincial departments, ACOA and the private sector
 - Tourism, Agriculture, Fisheries, Food service, Retail
- A detailed culinary situation analysis was developed in the spring 2009
- First official stakeholder meeting in September 2009
- Incorporated not-for-profit entity



The mandate

Mission

- To facilitate the development of innovative food industry partnerships, culinary experiences and promotional programs that serve as a catalyst for:
 1. Increased tourism visitations to Prince Edward Island
 2. Increased consumption of rural PEI food products on-Island
 3. increased export sales of rural PEI food products.



How does it come to life?

- Festivals
- Industry Development / Marketing
- Campaigns
- Marketing assets



Festivals



Festivals

- Fall Flavours will become the umbrella marketing program for Island-wide festivals
- Program will be expanded in length and scope
- Participation of all Regional Tourism Associations
- While Fall Flavours will be the culinary flagship event, we are looking to develop events in other seasons



Fall Flavours Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
September 2010						
			1	2	3 NORTH CAPE COASTAL	4 NORTH CAPE COASTAL
5 NORTH CAPE COASTAL	6 RED SANDS SHORE NORTH CAPE COASTAL	7 RED SANDS SHORE NORTH CAPE COASTAL	8 RED SANDS SHORE NORTH CAPE COASTAL	9 RED SANDS SHORE NORTH CAPE COASTAL	10 RED SANDS SHORE NORTH CAPE COASTAL	11 RED SANDS SHORE NORTH CAPE COASTAL
12 RED SANDS SHORE NORTH CAPE COASTAL POINTS EAST	13 POINTS EAST	14 POINTS EAST	15 POINTS EAST	16 POINTS EAST	17 POINTS EAST SHELL FISH FESTIVAL	18 POINTS EAST SHELL FISH FESTIVAL EVANGALINE
19 SHELL FISH FESTIVAL	20 CBDSTA	21 CBDSTA	22 CBDSTA	23 CBDSTA	24 CBDSTA	25 CBDSTA
26 CBDSTA	27 CHARLOTTETOWN	28 CHARLOTTETOWN	29 CHARLOTTETOWN	30 CHARLOTTETOWN	1 CHARLOTTETOWN	2 CHARLOTTETOWN



Fall Flavours- Charlottetown

- Tourism Charlottetown will present the Traditional Fall Flavours Events.
- Tourism Charlottetown & Convention Partnership will be the managing partner of the marketing program
 - Co-ordination of events, Web-site, Ticket sales, Sponsorships



Fall Flavours East- Wine Shine and Dine

- Wine Shine and Dine at Rossignol Winery
- Chef on Board – Northumberland Ferries
- A Tribute to Comfort Food and Down Home Cooking- Kings Playhouse, Georgetown.
- ECO Tour and Mussel Bake- St. Peters
- Chocolate Food of the Gods – Roma



Fall Flavours- North Shore

- Picnic in the Park-Cavendish Grove
- Roving Feast
- Picnics with “Anne” at Green Gables
- Forage for Your Food – PEINP



Fall Flavours West - “Taste What Happens When Land Meets Sea”

- Culinary Beach Party at Cedar Dunes Prov. Park
- Shellfish, Sunsets and Seascapes, – Northport
- Culinary Events at “L’Exposition Agricole” and “le Festival Acadien” de la Region Evangeline
- Sampling Days at Farmers Markets



Fall Flavours South - Red Sands Potato Fest

- Baked Boiled and Smashed
- Potato Pancake Breakfast
- Geo Caching Tasting Event
- Oasis Meal in Victoria
- Potato Soup Contest
- Just for Little Fries Events



Campaigns



Campaigns

- Our Export products (Potatoes, Oysters, Lobster, Mussels) are some of the best known ambassadors for PEI
- To Tourism, they offer access to key markets and distribution channels that are not available to our competitors
- They will attract attention to other products



Potatoes - “Pack your Appetite”

- Target: Ontario and Quebec, US excluded
- Campaign launched in November at the Royal Winter Fair



WIN A CULINARY VACATION TO PEI!



THE PRIZE! | DISCOVER PEI FLAVOURS | PEI POTATOES | ENTER CONTEST | FRANÇAIS

Contest Gift Card Winners!

Evelyn Dickson, AB
Jonathan Clark, ON
Daniel Pinsent, NL

> [Click here to view all of the Gift Card Winners.](#)



BUY PEI POTATOES - WIN A CULINARY VACATION!

Pack Your Appetite for an unforgettable POTATO CULINARY ADVENTURE in Canada's smallest but tastiest province.

Visit your local grocer and look for the Pack Your Appetite logo when you buy a bag of fresh Prince Edward Island potatoes. Enter your PIN number when you complete our entry form, and you could win--

Two Culinary Vacation Prizes of a Trip for 4 to Prince Edward Island!

You could also win GIFT CARDS from your favourite grocer!

Taste all the flavours of fresh Prince Edward Island food and get your hands dirty with fun culinary experiences.

Celebrate PEI Potatoes and Pack Your Appetite for Prince Edward Island-- Where Food & Culture Come To Life!



Enter Contest!

Results

- 60,000 contest entries
- 40,000 unique participants
- Participating Retailers
- Potato sales are up in Ontario
 - Toronto: +38.6%
 - Other Ontario: +114%
 - Ottawa: +26%
- 5,000 visitor guides ordered
- Continued next year



Participant Stats

- 65% female, 35% male
- Location: ON 56.1%, NS 14.3%, QC 8.7%, NB 9.9%,
- 67.3% of the participants agreed to receive newsletter
- 56.7% of participants have been to PEI before.
- 16.6% of the participants are planning to visit PEI this year, 24.2% are not going to PEI, and 59.2% are not sure
- 20.2% of participants knew that Chef Michael Smith is hosting the annual "Fall Flavours" food festival on PEI.



Further Campaigns

- Oysters in Quebec
 - 1million boxes of PEI oysters in Quebec stores
- Mussels in the US
 - Restaurant promotion, including promotion to chefs
- PEI Festival Express (Portland)
 - Key retailer
 - Food service partners
 - Cultural aspect



Industry Development / Marketing

Industry Development / Marketing

- The PEI flavours trail
 - Outreach to potential participants
 - Development of standards
 - Criteria: Accessibility, Local Food, Experience
 - Birth of a new industry: 151 new tourism operators
 - Restaurants, Food Artisans, Farmers, Fishers, Markets, Experiences, Festivals
 - Market readiness program
 - On-Island distribution of the guide



Marketing Assets



Building of Assets

- Partnership with our Ambassadors
 - Michael Smith
 - The Island Chef Association
 - The Culinary Institute
- The “Flavours of Prince Edward Island” Cookbook
- A unified brand message
 - PEI Flavours “Where food and culture come to life”



Spirit

- Collaboration between Government, Government and Private sectors
- Avoiding silo thinking
- Partnership

Questions?