

# Taste of the North West

## Expressions of Interest 2012

The fourth annual Taste of the North West will be held on **Saturday 14 April** in Sheffield, in conjunction with the final day of Mural Fest.

The committee is again seeking Expressions of Interest from previous stallholders, as well as additional stalls **selling food produced or grown in north-western Tasmania**, especially **vegetarian / vegan, gluten free, kids food and North-West Tasmanian soft drinks**.

### Timeline for stallholder applications:

- Expressions of Interest must be returned by Monday 13 February 2012
- Successful applicants will be notified during the week commencing Monday 20 February 2012.
- Successful applicants must pay in full by 1 March 2012: \$125 per three metres.

Stallholders whose cheque or EFT payment has not been received by 1 March 2012 are required to pay an additional \$20 late fee. Stalls not paid in full by 31 March 2012 risk forfeiting their space.

To express interest in being a stallholder at the 2012 Taste of the North West, please **send an email to [info@tasteofthenorthwest.com.au](mailto:info@tasteofthenorthwest.com.au) with the subject "2012 Expression of Interest" along with the following information:**

- Business name.
- Contact details – include phone number and web or email address.
- Brief description of products, including taste sized options
- Power requirements.
- Tent and table requirements (spaces are available in lots of 3x3 metres).
- Copy of public liability insurance certificate of currency.
- Copy of any relevant food, liquor or other licences\*.
- List of businesses that are essential to your business success (e.g. ingredients or suppliers). irrigation / rural supplies, maintenance, safety equipment, refrigeration, distributors, freight etc).
- If bringing own van or tent, length of frontage required.
- Special requests including preferences about what types of stalls to locate beside.

If you don't have internet access, this information can be sent by Australia Post to:

Taste of the North West  
PO Box 61  
Sheffield TAS 7306

Setup must be complete by 9am; official event hours are 11am to 4pm.

\* Food businesses may be required to pay an additional food license fee for the day in accordance with Kentish Council requirements.

The Taste of the Northwest website will promote 2012 stallholders and suppliers throughout the year.

Please send your expression of interest to: [info@tasteofthenorthwest.com.au](mailto:info@tasteofthenorthwest.com.au) by Monday 13/02/2012.

Enquiries/more information: Phil Dolan 0407 972 156; email [whiterockwine@gmail.com](mailto:whiterockwine@gmail.com)

## **Guidelines for all stallholders**

Taste of the North West is an event organised by PRODUCERS to showcase the best of Tasmania's north west produce. Stalls will be selected based on their offerings being consistent with this message; and with a focus on providing variety.

Feedback from the 2011 event included the following:

- Too many stalls offering pies
- No taste-sized options – once you had eaten something from one stall there was no room in your stomach for anything else
- Prefer to have food served on a plate or bowl with cutlery, rather than eating out of a bag.

### **General information:**

- Standard stall price for 2012 is \$125, includes own van or 3x3 metres marquee or "carport" tent space.
- Extra three metres at \$125 per section.
- Vendors' tents must comply with building regulations for temporary events.
- Electrical equipment including extension cords must be tested and tagged.

### **Guidelines for FOOD**

- Taste of the North West encourages north-west Tasmanian stallholders providing value added local produce with clear links to north-west Tasmanian producers.
- Food should feature predominantly north-west Tasmanian produce.
- Taste sized servings are strongly encouraged.
- Preferred suppliers should be businesses based in North West Tasmania, including processors of North-West Tasmanian products based in this region, such as Betta, Ashgrove and Harvest Moon.

### **Guidelines for COOL DRINKS**

Soft drinks, colas, lemonades, juices, waters and cordials are not permitted unless manufactured on Tasmania's North West Coast by a North West Tasmanian business.

Acceptable drinks include:

- Milk shakes
- Spreyton Fresh apple juice
- Hot chocolate
- Betta flavoured milks
- Stallholders are encouraged to use Betta and Ashgrove milks (which process milk in north-west Tasmania) as preferred suppliers for this event.

### **Guidelines for ALCOHOLIC BEVERAGES**

- Free tastings should be available when practical.
- Stalls should have at least one RSA-accredited staff member on duty at all times.
- Licence operates from 11am to 4pm only – no sales outside of these times.
- Licenced area is inside the space created by stall frontages, open bottles and glasses of alcoholic beverages must not be taken outside of this area.