

Larder@ 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.

This year the committee is offering a new concept – The Larder – for small businesses producing food items such as preserves, olive oil, jams and chutneys. The Larder will provide small businesses with exposure to motivated consumers at a very low cost and will be supported by publicity around the event.

Guidelines for Larder participants include the following:

- No tastings: the intention is for these stalls to sell food items to take home, such as olive oil, jams, chutneys. Items should not be packaged for consumption at the event. For on-site consumption please use the standard stallholder expression of interest guidelines.
- Must be an actual business selling only their own products made with ingredients sourced predominantly from Tasmania's north-west.
- Must be trading under a registered business name
- Must provide copy of appropriate food licence*
- Must provide copy of current public and products liability

Costs for Larder stalls are: \$50 for a two metre trestle table (undercover); or \$25 to share a trestle. Maximum two businesses per trestle, selling own products only. Businesses requiring power should apply as standard stallholders (see TNW website for relevant expression of interest form).

Timeline for 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: \$50 per table or \$25 to share.

Successful applicants whose cheque or EFT payment has not been received by 1 March 2012 are required to pay an additional \$20 late fee. If not paid in full by 31 March 2012 space will be forfeited.

To express interest in participating in the Larder at the 2012 Taste of the North West, please send an email to info@tasteofthenorthwest.com.au with the subject "**2012 Larder**" along with the following information:

- Business name.
- Contact details – include phone number and web or email address.
- Brief description of products
- Table requirements (full or half).
- Copy of public and products liability insurance certificate of currency.
- Copy of any relevant food, liquor or other licences*.
- List of NW Tasmanian businesses that are essential to your business success
- Special requests including preferences about what types of businesses 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

* Food businesses may be required to pay a temporary food license fee for the day – check with Georgina Crantock at Kentish Council on 6491 2500 for more information.