



The Brisbane Times Good Food Month

Tuesday July 1– Thursday July 31, 2014

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Australia's Largest Food Festival



Australia's largest food festival celebrates all that is exciting about the food culture and lifestyle in Brisbane, Melbourne, Sydney and Canberra.

The Good Food Month programs in Sydney and Melbourne last year had over 850 individual event listings and an estimated 1.5 million people attended events across October and November. Now it's Brisbane and regional QLD's turn and we'd love you to be part of the program.

During July, *The Brisbane Times* Good Food Month showcases Brisbane's best restaurants and food businesses in a series of venue-based programs, special features events and the inaugural Night Noodle Markets.

Good Food Month, in partnership with *Brisbane Times*, is an extension of the Fairfax Food and Wine Network which includes the acclaimed Good Food Guides and goodfood.com.au.

How to get involved



There are dozens of ways to be part of Good Food Month. We encourage your participation and want to make it as easy for you as possible. The suggested event categories are designed to inspire and assist you in creating a fun and engaging event – focussing on highlighting you and what you do best!

If you are unsure which category best suits your event please email the Good Food Month Team for advice and assistance at goodfoodmonth@brisbanetimes.com.au, including a full overview of your event.

Event submission

- Registrants are required to agree to all terms and conditions specific to their chosen event category
- If you represent a group of venues or restaurants we recommend you nominate one person in your organisation to register multiple events
- We encourage prompt submissions with an “early bird” rate.
- Multiple-date events, in some categories, attract a slightly higher registration fee
- Be as creative as possible and let your imagination run wild.

Key Dates



Tuesday March 11	Good Food Month Event Registrations OPEN
Friday April 11	Early Bird Registrations CLOSE
Friday May 2	Good Food Month Event Registration CLOSE
Monday May 12	Notification of inclusion in Good Food Month program
TBC June	Full Good Food Month Program distributed through The Brisbane Times, on-line at goodfood.com.au , interstate and via partners/participating businesses
TBC June	Distribution of event holder marketing collateral
Tuesday July 1	<i>The Brisbane Times</i> Good Food Month BEGINS
Friday 18 – Sunday 27 July	Night Noodle Markets
Thursday July 31	<i>The Brisbane Times</i> Good Food Month CONCLUDES

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Key Selection Criteria



Your Event Concept

- Your event is held in July 2014
- It highlights **quality food/drink experiences** and the strengths of your business
- It is **unique** to the Festival program, specially designed for Good Food Month
- It offers **good value** when compared to normal event pricing
- Every effort is made to deliver a premium event in line with the Good Food Month objectives

General Terms and Conditions

- Your event must be open to the public
- All festival event submissions are subject to approval by the Good Food Month team.
- Please be prepared to offer four promotional tickets to Good Food Month organisers for PR and VIP hospitality opportunities.
- Full event terms and conditions are available on the registration form

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Sales and Marketing



Marketing

- Participation in Good Food Month profiles your event (and your business) via an extended marketing and promotional campaign, beginning in April 2014 and continuing through the Festival month of July.
- Marketing is via Fairfax publications (newspapers and magazines) in print and on-line across Australia as well as via national and international media partners (TV, radio, digital).
- A strong PR campaign ensures maximum editorial opportunities. Remember, the better your event and the more active you are in promoting it via Twitter, Facebook, Instagram etc, the better the results will be.
- We will provide you with a PR/ Marketing Tips document to assist you in maximising your event exposure.

Event Sales and Promotion

- You will display *The Brisbane Times* Good Food Month logo and distribute marketing and research material as provided.
- You will supply us with accurate event details, including updates where appropriate.
- You will acknowledge *The Brisbane Times* Good Food Month when holding your event.
- The logo and brand guidelines can be downloaded on the Media Page of *The Brisbane Times* Good Food Month website.

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Social Media



www.facebook.com/goodfoodmonth



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Good Food Month Event Categories

Breakfast

Lunch

Dinner

Drinks

Classes

Discoveries

Green

Families

Sweet Stuff

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Breakfast



Breakfast Club

Early-bird fee \$295

Standard fee \$395

Brisbane's gourmet cafes offer a special set breakfast menu for the set price of \$20 per person including one tea or coffee. Weekdays only.

The Breakfast Club is designed to encourage weekday catch-ups and breakfast business meetings. This is not your average breakfast offering.

Think something really special; shared group spreads, brekkie tasting plates, a sweet and savoury combo, ultimate big breakfast, a vegetarian or gluten free menu, even add a fresh juice or a Bloody Mary.

Please note:

- Set price \$20 per person including one tea or coffee
- Your menu must be available to all diners during breakfast trading hours (early is good!) on weekdays throughout July

Lunch



Let's Do Lunch

Early-bird fee \$295

Standard fee \$395

Leading restaurants in Brisbane and regional QLD featured in *The Brisbane Times Good Food Guide 2013* offer a set lunch (one course or more) for \$38 per person.

This is a great opportunity to promote your restaurant to new customers, so a good-value, mouth-watering menu is a must!

Please note:

- Your restaurant must be featured in *The Brisbane Times Good Food Guide 2013*
- Set price of \$38 per person including coffee/tea, a glass of event partner's wine or Coopers beer or a sparkling/still mineral water
- Your event menu must be available during lunch trading hours Monday to Friday, with the option to extend the offer over weekends
- Any Good Food Month Sponsor beverage inclusion requirements will be advised by end of April



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Lunch



Surprise Saturday Lunch

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Bring back the weekend lunch with this series of one-off Saturday specials.

Please note:

- Your event must be a one-off concept designed to surprise
- Your event can be held on any or all Saturdays throughout July

Sunday Family Lunch

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Lay on a good old-fashioned roast (or similar) for all the family. You set the price but make it good value!

Please note:

- Your event can be held on any or all Sundays throughout July

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Dinner



2014



Hats Off Dinner

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Hatted restaurants from *The Brisbane Times Good Food Guide 2013* create a cleverly themed one-off dinner, throwing out the normal menu for a night.

Please note:

- Your restaurant must have been awarded a least 1 “Chefs Hat” in *The Brisbane Times Good Food Guide 2013*
- Your menu must be creative and unusual, different from your daily offering
- The maximum price is \$160 per person (this may or may not include wine)
- You must serve a Tanqueray gin and tonic to each guest upon arrival

Private Dining

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Leading restaurants from *The Brisbane Times Good Food Guide 2013* offer the full VIP up-close-and-personal experience. Guests dine with your head chef, maybe in the kitchen. Perhaps you cook in their home? Or offer a personalised produce tour. Whatever it is, we're talking special!

Please note:

- Your restaurant must be featured in *The Brisbane Times Good Food Guide 2013*
- No set price but it must be good quality and good value

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Dinner



Good Dinner Under \$30

Early-bird fee \$295

Standard fee \$395

Leading cheap eat venues in Brisbane and regional QLD offer a set menu of two or more courses for \$30 or under, for two or more people.

Please note:

- Your event menu must be offered at a set price of \$30 (maximum) per person and feature two or more courses
- Your event menu must be available throughout July

World Dinners

Early-bird single date fee \$295

Standard single date fee \$395

Early-bird multi-date fee \$395

Standard multi-date fee \$495

The flavours of the globe are on show throughout *The Brisbane Times* Good Food Month. Cuisine-themed dinners take guests on a culinary trip to often lesser known parts of the world.

Please note:

- Your dinner must have an authentic cuisine theme
- There is no set price but it must be good quality and good value

Dinner



Supper Club

Early-bird fee \$295

Standard fee \$395

Venues offer a late-night deal after 9pm. From a bowl of pasta to a salami plate or dumpling banquet – the options are endless!

Please note:

- There is no set price but it must be good quality and good value

Hot and New

Early-bird fee \$295

Standard fee \$395

Hot and new restaurants from *The Brisbane Times Good Food Guide* and goodfood.com.au host a one-off evening, with the newest in food and drink trends.

Please note:

- Your event will showcase the latest in food and drink trends
- Your venue is in either the *2013 The Brisbane Times Good Food Guide* or has been reviewed on goodfood.com.au since the launch of the *Guide*
- Your Hot and New event will take place during July

Drinks



Good Pub Grub

Early-bird fee \$295

Standard fee \$395

Brisbane and regional QLD's best pubs offer an inventive pie dish matched with a Cooper's Pale Ale. Be a part of this event for your chance to win the coveted Coopers Pie 'n' Pale trophy for your venue.

Please note:

- Your venue must have Cooper's Pale Ale on tap
- Your menu must be offered at a set price of \$25 per person including a schooner of Cooper's Pale Ale

Drinks



Bar Hop

Early-bird fee \$295

Standard fee \$395

Brisbane's best bars create a cocktail using Tanqueray gin and bar snack for \$20.

Please note:

- You must offer a cocktail and matched bar snack at a set price of \$20pp
- Your cocktail creation must use our sponsor spirit Tanqueray gin
- Your Bar Hop offer must be available for the whole month of July

Drink & Dine

Early-bird single date fee \$295

Standard single date fee \$395

Early-bird multi-date fee \$395

Standard multi-date fee \$495

Sommeliers, winemakers, bartenders, baristas and chefs team up for special meals with a matched drink theme.

Please note:

- A drink theme focus and incorporate an eating experience/meal
- There is no set price but it must be good quality and good value
- We cannot promote individual wineries or beverage companies due to our sponsorship commitments. We encourage collaboration with our sponsors or use of generic beverage categories - varietals, wine regions, coffee, tea...

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Classes



Instant Expert

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Chefs, restaurants and food artisans share skills and secrets around a single subject/skill: i.e. pickling, preserving, sourdough, barista for a day, making fresh curd/ricotta.

Please note:

- Your class must be unique to *The Brisbane Times Herald* Good Food Month program
- There is no set price but it must be good quality and good value
- Indicate whether this is a hands-on experience (preferred) or 'demo only'

Talk & Taste

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Educate the noses and palates of enthusiastic food lovers through "talk and taste" events hosted by chefs, restaurateurs, sommeliers, food experts and/or food personalities.

Please note:

- These are guided food or drink tastings, **not cooking/cocktail classes or wine-matched dinners** (for these see Instant Expert or Drink and Dine).
- Please note that we can only promote sponsor beverages or generic varietals, wine styles, wine regions, not individual brands.

Discoveries



Pop-ups & Parties

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Chefs, food businesses and caterers host a food and drink event in the most unexpected places and/or venues adapted for the occasion. Be creative and come up with a special theme and menu.

Please note:

- This must be held in a “pop-up” or temporary venue or location
- Any Good Food Month Sponsor beverage inclusion requirements will be advised by end of April

Rooftops, Cellars & Laneways

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Show off the amazing rooftops and hidden cellars and laneways in Brisbane. Think a rooftop honey-inspired dinner beside your beehives, a Spanish laneway fiesta or a dinner among your wine collection.

Please note:

- This must be held in a laneway, cellar or on a rooftop
- There is no set price but it must be good quality and good value

Discoveries



Signature Dish

Early-bird fee \$295

Standard fee \$395

Neighbourhood venues or venues with similar cuisine styles create a joint promotion or offer ie. multiple restaurants feature a discounted "signature dish" to encourage new visitors to your area.

Please note:

- There is no set price but it should be good value
- You must register a group of 4 or more restaurants/venues to participate
- This promotion should not conflict with other Festival categories (i.e. Let's Do Lunch)



Streets of Brisbane... Highways of QLD

Early-bird fee \$295

Standard fee \$395

Run a shopping tour, progressive lunch or food crawl showcasing Queensland's diversity and amazing food culture.

Please note:

- Your event must have a strong food focus
- There is no set price but it must be good value
- The tour must be different from existing offerings (ie. custom made for Good Food Month)

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Discoveries



Community and Other Outdoor Festivals

Early-bird fee \$295

Standard fee \$395

Celebrate Brisbane's diversity and amazing food culture with an outdoor event showing off your community.

Please note:

- Your event must have a strong food focus
- You are a community or local government group/chamber of commerce/precinct
- Existing food festivals must feature special *The Brisbane Times* Good Food Month programming and make mention of this in their programming

Markets

Early-bird fee \$295

Standard fee \$395

Open to growers' and farmers' markets and stallholder-based events with a strong food focus.

Please note:

- You must be a growers/farmers or organic fresh produce market
- Existing markets must feature special *The Brisbane Times* Good Food Month programming for July

Discoveries



Art & Food

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

The theme for this event is both food and art. This category welcomes your artistic and creative inspirations! Think films, literary lunches, artists, exhibitions, installations and debates.

Please note:

- The event has a focus on the arts, as well as food
- There is no set price but it must be good quality and good value

Green



The Regional Table

Early-bird single date \$295/ Multi date \$395 Standard single date \$395/ Multi date \$495

Host an event using produce (and wine) sourced from within your region. Create a brunch, lunch or dinner. Think about involving experienced local chefs, apprentices and cookery/hospitality students to develop and execute a menu. Invite local food and wine organisations. Consider creating a sharing platter of dishes to show off your region.

Please note:

- The event must feature local produce and wine
- There is no set price but it must be good quality and good value

Kitchen Gardening

Early-bird fee \$295 Standard fee \$395

For restaurants with a kitchen garden (either on premise or a dedicated grower/supplier) or community gardens. Create a food gardening presentation via a tour of your kitchen garden and celebrate its bounty with a specially designed meal afterwards. This is designed for the growing number of food gardeners out there to offer practical food gardening advice as well as a lovely eating experience.

Please note:

- Must include a talk/workshop and tour of a kitchen garden and incorporate an eating experience/meal
- No set price, should be good quality and good value

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Green



Down to Earth

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Here is your chance to answer an increasingly asked question - where does my food come from? Host your own “green” event – a discussion, debate, dinner, lesson, lecture, lunch, workshop, garden or farm tour.

Please note:

- Your event must have a “green” theme
- There is no set price but it must be good quality and good value



Thinking Food

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Leading authors, experts and thinkers talk or debate food-related issues.

Please note:

- There is no set price but it must be good quality and good value

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Families



Family Table

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Offer a family meal at family friendly hours (5-7pm) to encourage the next generation of diners. Interactive elements, special printed menus and fresh produce on display can make this an event to remember.

Please note:

- Your event must be held at family friendly hours and offer a shared menu for all the family (no nuggets and chips!)
- Your restaurant must be featured in *The Brisbane Times Good Food Guide 2013*
- There is no set price but it should be good value

Kids in the Kitchen

Early-bird single date fee \$295
Early-bird multi-date fee \$395

Standard single date fee \$395
Standard multi-date fee \$495

Cooking classes and food experiences for children aged 4-16 years.

Please note:

- Please indicate the ideal age range for your class (i.e. 4-8 or 12-16 years)
- Your event must be open to the public and include a 'hands-on' element
- No set price but must be good value

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Sweet Stuff



The Ultimate High Tea

Early-bird single date fee \$295

Early-bird multi-date fee \$395

Standard single date fee \$395

Standard multi-date fee \$495

Leading hotels and restaurants offer high tea with ALL the trimmings, a glass of our event partner's bubbles, chocolates and tea and/or coffee. Be creative and come up with a special menu and theme.

Please note:

- No set price limit but offer has to be different from your usual High Tea menu
- All wine served must be from our event partners sparkling wine range
- Any Good Food Month Sponsor beverage inclusion requirements will be advised by end of April

Let's Do Dessert (late night desserts)

Early-bird fee \$295

Standard fee \$395

Leading hotels and restaurants offer a specially created dessert plate with a glass of our event partner's dessert wine from 9pm.

Please note:

- There is a set price of \$20 per person
- Your dessert must be unique to the Let's Do Dessert offering and represent good value for money
- Your menu must include a glass of event partners dessert wine
- Any Good Food Month Sponsor beverage inclusion requirements will be advised by end of April

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How to Register

- Once you've created an event concept and found a suitable category, head to www.goodfoodmonth.com to register your event.
- When completing the registration form, all mandatory fields marked with an asterisk must be filled in.
- Your event registration can not be saved, so please ensure you have the following details ready to register;
 - All booking and contact details
 - The event title, date, time, cost, and if beverages are included
 - Event summary for print (250-400 characters), website summary (1000 characters),
 - Specific menu description (100 characters) for Breakfast Club, Let's do Lunch, Good Dinner Under \$30, Good Pub Grub, Bar Hop, Supper Club, Lets Do Dessert, Ultimate High Tea, Family Table
 - Image for website listing and optional food image (high resolution images preferred for print purposes)
- If you do not have all the event details at the time of purchase, please enter holding information. To update your event details you can go back into your event registration via the 'view order details' link in your confirmation email sent to you after purchase.
- Event registrations need to be finalised by payment with a credit card. Visa and MasterCard accepted.



Contact Details

Good Food Month is brought to you by Citi and is managed by Fairfax Events.

For all general inquiries and questions relating to *The Brisbane Times* Good Food Month, please contact the team via email at goodfoodmonth@brisbanetimes.com.au

Joanna Savill, Festival Director

Natascha Mirosch, Festival Manager

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National Good Food Month Contacts

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