

Dear Producer & Friend of Slow Food

You may be aware that each year Slow Food holds an annual event "A Taste of Slow" held in conjunction with The Melbourne Food and Wine Festival at the end of February. This year the event will be held at the new venue of Melbourne's Federation Square. Based on past numbers they are expecting around 50,000 visitors on each of the 2 days.

Every year, each State is asked to showcase local produce at the Taste of Slow Marketplace being held in Federation Square On Saturday 23rd & Sunday 24th Feb 2008 from 11am to 6pm each day.

At late notice, the team from Slow Food Sydney are working to represent NSW and we are asking you to help us showcase NSW produce - we Need NSW producers to supply product to us for this event. Ideally we are looking for donations of product to market what you do or perhaps an offer of produce charged at cost.

In turn we will spend the weekend showcasing the best of NSW Farmers & producers and help to increase your profile at what will be a high attendance event. It is also our intention in the next 18 months to hold our own Slow Food Event/Festival showcasing the best of NSW to the Sydney Public by creating joint ventures with government and tourism associations across NSW.

It is **very short notice** and therefore we have decided on what we believe will be a popular, tasty and saleable, competitive product for the NSW stand. In addition to this we would like to have the NSW showcase be as "authentic NSW" good, clean, fair, regional produce as possible and as representative as possible of the regions and therefore would love your assistance even if it is to provide contacts who may be appropriate and can move quickly.

We are happy to include any material from associations like Sydney Fair Food Alliance and other support organizations i.e. "True Food network" etc.

Given the time frames this is the plan.....

In summary:

We will have a stand which will consist of the following:

- a NSW menu see below proposed
- NSW produce which will be on sale and display sampled
- Stand will be staffed by Slow Food Sydney Convivia leaders and volunteers and producers who represent their product
- Chef TBC Jared Ingersoll, Danks Street Depot

Money raised:

The money raised from selling the "food" which will be made by Slow Food Sydney volunteers, chefs will be used to fund farmers and producers to attend "Terre Madre" www.terramadre2006.org. (new site to be launched soon) in Italy in October 2008. Terre Madre is an incredible event held in Italy which links GOOD.CLEAN FAIR producers with co-producers (or consumers).

Terra Madre 2006, the world meeting of food communities, brought together almost **9,000** people in Turin: **4,803** farmers, breeders, fishermen and artisan food producers from **1,583** food communities and **150** nations; **953** cooks; **411** professors and representatives from **225** universities; **2,320** observers and guides; **776** volunteers. **Terra Madre 2008** will be slightly different from the Terra

Madre 2006, there are the major components, such as the earth workshops, opening speeches (although in different formats) with more than 5000 food community participants, 1000 chefs and 250 academics from around the world. However this year, as announced at the International Congress, in Puebla, Mexico, in November 2007, there will be a "youth" contingency, "young farmers and producers"

Slow Food Sydney will be nominating representatives in each category to attend the event.

NSW “Taste of Slow NSW Menu”

Requirements: we must have a menu which is going to be “popular”, taste great with the visitors to the event, easily served, contain and showcase regional produce.

At this stage we have decided to create simple, stylish slow food pies:- venison,- ocean trout,- vegetarian served with greens & preserves

- Rustic traditional recipe home made pies –choice of 3 VENISON MEDIEVAL, SEAFOOD, HARVEST VEGETABLE (TBC mini child’s pie)
- served with mixed herbed salads and regional cider/verjus vinaigrette TBC
- selection of NSW produce condiments TBC
- Dessert -“Snail Mess” (Eton Mess) Local honeycomb and hazelnut/macadamia, fig meringues served with cream (Over the Moon ????)
- **TBC** –Specialty sausage served on a roll with a preserve i.e. apple sauce

***please note whatever we use in the menu will be heavily promoted on the stand.

Beverages

Wine by the glass

Soft drink -

“Artisan NSW product i.e. apple cider, special beer etc” (this would be great as Melbourne has an amazing Apple Cider!)

TBC Coffee (supplier would need to organise cart hire etc)

What we need!!!!

Egg supplier

Hazelnuts/Macadamia nuts

Honeycomb/honey

Sausages

Vegetables for pie

Fruit for Venison pie ie apricots

Verjus/Apple cider

Olive Oil

Seafood – ideally a smoked trout which could be teamed with potato and onion etc

Herbs

Cream

Potatoes

For styling the stand

Herbs in pots i.e. rosemary, lavender etc, orange tree anything like this

Delivery Details for product for NSW menu

Product delivered by Tuesday 19th am

To “Patisse” 197 Young Street, Waterloo

Marked: Taste of Slow menu

Interested producers – please call to confirm your involvement

Borrodell Winery Orange

Mandagery Creek Venison

Hawkesbury Harvest – produce and possibly hazelnuts

NSW Produce Showcase – available for sale

In addition to this for sale we require NSW producers and their products showcasing and selling on the stand. We would not want to have another menu product however unique local produce, like olive oil, verjus, butter, jams, etc could be sold. We would like to ensure these products use regional ingredients and are organic/sustainably produced.

Please could you contact **Alison ASAP on 0404 30 4458** if you feel that you have a suitable product or to confirm your involvement.

GENERAL EVENT INFORMATION

Event dates

Fri 22 – Sun 24 Feb 2008

Set-up day

Fri 22 Feb

Event days

Sat 23 – Sun 24 Feb. Participants must be prepared to be on site from early morning, at least two hours before opening time, to early evening.

Public open times

11:00am – 6:00pm both days.

Travel

Participants should book and pay for their travel arrangements Syd-Melb-Syd and accommodation needs independently of Slow Food Sydney. We would recommend that you arrive in Melbourne no later than first thing Fri morning 22 Feb (later depending on your involvement)

Accommodation

A range of accommodation is available depending on your needs. Participants should make and pay for their own accommodation arrangements. In the heart of the city, you might want to look at <http://www.cheaSydneyanhotels.com.au/Australia/Melbourne/City/Apartments-On-Collins-Melbourne/> or with friends (it is a good cause!)

Marquee space

A taste of Slow has provided the following for the Slow Food Sydney participants' site:

- Covered and walled 6m x 3m marquee
- marquee signage: 'Slow Food New South Wales Australia'
- 3 x 1.8m trestle tables with black fabric (and replacement) tablecloths
- 3 x chairs
- Power access

Additional equipment

- coolroom space 2.4m x 1.2m x 2m (almost 6 cubic metres)
- bins, buckets, handwash and detergent

Hire equipment

We have also asked A taste of Slow organisers to provide quotations for:

- Double-door glass fronted fridge (inside the marquee; for cheeses,)
- Hot water urn
- Pie warmer

Anything else we require **Hire equipment: TBC pie warmer**

Food hygiene

Victorian and City of Melbourne food hygiene regulations are the most stringent in Australia. The relevant applications for Slow Food Sydney participants have been lodged with City of Melbourne health services. A site food safety supervisor is required. Jared Ingersoll has the appropriate certification and will fill this role.

Food labelling

Please read the attached and ensure that your products meet FSANZ requirements. Food safety inspectors are likely to check your labels at random.

Food hygiene – what you should bring

Food service utensils including replacement sets of:

- Knives, servers, food tongs (as you require)
- White polyurethane or plastic cutting boards
- Vinyl disposable gloves
- Table wipes (disposable)
- Toothpicks (for self-service) or wooden icecream sticks (for honey)
- White paper towel rolls

Slow Food Sydney will arrange heavy-duty clear plastic table sheeting and back-ups.

Electrical equipment

If you require electrical utensils (egg-beaters?) on site, you must bring your own. These must have the relevant 'tested' tags. Any equipment not meeting safety standards will be rejected by on-site electricians.

Fire extinguisher

TBC

Aprons

Slow Food Sydney will provide organic cotton gold-lettered 'Slow Food' aprons for each participant.

EVENT SPECIFICS

Load-in

Vehicle access to Federation Square is restricted. Load-in times are:

Fri 22 Feb: 4:00-8:00pm

Sat 23 Feb: 6:00 – 10:00am

Sun 24 Feb: 6:00 – 10:00am

Load-out

Sun 24 Feb: after 6:00pm

Parking

Available nearby at Federation Square Parking for a weekend flat rate.

Pre-preparation

The organisers are expecting 100,000 people to attend A taste of Slow 2008. If you have not experienced a major event such as this, where you have been serving samples and making sales, be aware that it is VERY demanding. People will queue 20-30 deep to taste your products. It will be much easier if you are better prepared. Where possible, all product for sample tastings should be cut, re-bagged and stored prior to the public open hours so that you have up to a day's supply on hand.

Stock volumes & freight

Slow Food Sydney will use a fee contribution from Melbourne Food & Wine, which has overall control of the event, to offset Sydney-Melbourne freight costs for each participant.

The volume of stock you might need should be thought through carefully, as we are not inclined to have to freight

stock back to Sydney (except at the participants' expense). The marquee space available for each participant is 1m wide (frontage) x 1m (for floor stock behind you, not including that which is chilled). All cartons should be CLEARLY marked, so that a stand-in giving you a break during the event knows exactly on sight which box holds which product. If you have a reasonably large range of products it is recommended that participants choose and take only the top 4-5 best sellers.

Stock to be freighted by road (chilled and general) should be delivered to Sydney (location to be advised) no later than Thursday 14 Feb. We will advise in due course the label address details that you should put on your cartons.

Sales – cash handling

Given the expected volume of people-traffic, we are thinking about whether a Slow Food volunteer at each end of the marquee handles all sales on your behalf so that participants are not handling both food and money. We would like your feedback on this. If we stacked product in a reasonably accessible place near each of the cash-handlers then, after tasting, the customer could go to the cash handler and pay for and pick up their products. If we do this then it is suggested that Slow Food Sydney provide the float for each cash-handler.

Slow Food Sydney's site will not have EFTPOS facilities. There are numerous ATM cash points in the vicinity of Federation Square.

Sales – what you should bring

Customers are generally short on carry bags. If you are prepared to supply carry-bags it is suggested that these be brown paper (definitely not plastic) with handles.

Sales – pricing

Please email alison@ideasinthekitchen.com as soon as possible with the name of each product and the prices at which you will be selling these (inc. GST where applicable). We will print up standard signage with prices.

Sales - additional promotional material

Space is limited, so you should not bring large pull-up signage, but if you have business cards and/or flyers which can be placed in clear perspex holders for public self-serve then please bring substantial quantities of these, plus the holders.

Slow Food Sydney: costs

We would like to invite each participant to consider making a contribution from their sales at *A taste of Slow* towards Slow Food Sydney's costs incurred as a result of this event.

MORE INFORMATION

Due to the urgency if you feel that you have product that you would like promoted at A Taste of Slow and can assist us with shipment to Melbourne Please call Alison Drover on **02 9960 8598 Or 0404 30 4458 or Michelle Guberina on 0410 561 902**

With slow regards & many thanks
Michelle, Alison & the Slow Food Sydney team