

Application Form

Important details

Please complete all details within this form and return by email with all relevant attachments to events@rai.ie by 12 noon on Monday 7th of September 2015.

If returning by post, please ensure that the application will be delivered to the Restaurants Association of Ireland, 11 Bridge Court, Citygate, St. Augustine Street, Dublin 8.

Please note, a minimum of 3 restaurants/businesses/business organisations/local authorities are required to submit a Foodie Towns application form together.

The Search

The Restaurants Association of Ireland is on the search for Ireland's premier foodie town/destination for 2015.

After last year's success, we decided to launch Foodie Towns 2015 as a standalone project, separate to the Irish Restaurant Awards.

Towns and communities from all over the country are invited to battle it out to be named Ireland's top town/destination for a foodie experience – ultimately winning the title of 'Foodie Town of Ireland 2015'.

The Town

The Foodie Town of Ireland will be a destination that actively promotes itself through joint promotional activities such as **food festivals**, gourmet trails or **farmers' markets** as well as **great dining experiences**. The winning Irish town will have established a **local producer/supplier** network which is utilised and promoted by local businesses. Plans for future **growth and investment** into the food and hospitality industry at a local level will also be taken into consideration by judges. Education, training, development and **employment** will be key components of the ultimate foodie destination.

Come Together

Communities across the country are urged to get involved and work with **local businesses** and chambers of commerce to submit their applications and **promote** their area to both local people and visitors. The greater the engagement between town officials, the community and the local food industry, the greater the chance your town will win this coveted title.

The Award

The winning town will be crowned '**Foodie Town 2015**' at the Foodie Towns final in October (details to follow) and will receive a special plaque and a prize for their achievement. The winning town will receive national coverage across all media platforms. Finalists will receive a framed certificate each.

The Process

Stage One

- Download the application form and email or post it to us
- There are several areas of criteria to be judged on, each carrying a weighting percentage to total 100%
- The application must be submitted by a minimum 3 businesses or a business organisation/local authority/community group
- Deadline for Applications is 12 noon on **Monday 7th of September 2015**
- All applications will be reviewed, and a shortlist of 10 finalist destinations will be announced.

Stage Two

- The ten finalists will be subject to a pre-arranged visit to the town by an independent assessor
- A national public voting campaign will also be held with each of the ten finalists canvassing the country to vote for them
- The final decision will be made by combining the judges' votes with the public vote that carry equal weight - both components account for 50% of the overall mark a town receives.
- The ultimate Foodie Town 2015 will be announced in October

Apply Now!

Submit an application TODAY for your town to be named the 'Foodie Town of Ireland'. Simply complete this form and return by email or post with all relevant attachments to events@rai.ie by 12 noon on Monday 7th of September 2015

Let the search for the 'Foodie Town of Ireland' begin!

Section 1: Entrant details

Name of your Town/Area/Village/Island:

County:

Region/Province:

Organisation Name:

Primary Contact Name:

Address:

Phone:

Fax:

Email:

Web:

Population Category

Please tick your population category and enter your actual population (based on the latest census). If you are unsure please check with the central statistics office, www.cso.ie or your Local Authority. Your adjudicator may check you have entered the correct category.

Please enter your actual population here e.g. 19,999 _____

Population/Area Category

Village (1 to 1,000)

Small Town (1,001 to 5,000)

Large Town (5,001 to 15,000)

Large Urban Centre (15,001 and over)

Please indicate numbers of individuals, organisations and voluntary groups involved in the submission of this application:

Please indicate level of voluntary commitment (no. of meetings, general involvement of community, etc.):

Please indicate any support, financial or otherwise, you have received from agencies and bodies:

Section 2: Complete the Application

Please summarise evidence of your town's activities in the following areas. Be sure to keep your answers concise and relevant to each question being asked:

1. Visitor Experience - 15%

Tell us about the overall culinary experience for a visitor to your town/destination and what makes it stand out from everywhere else in the country.

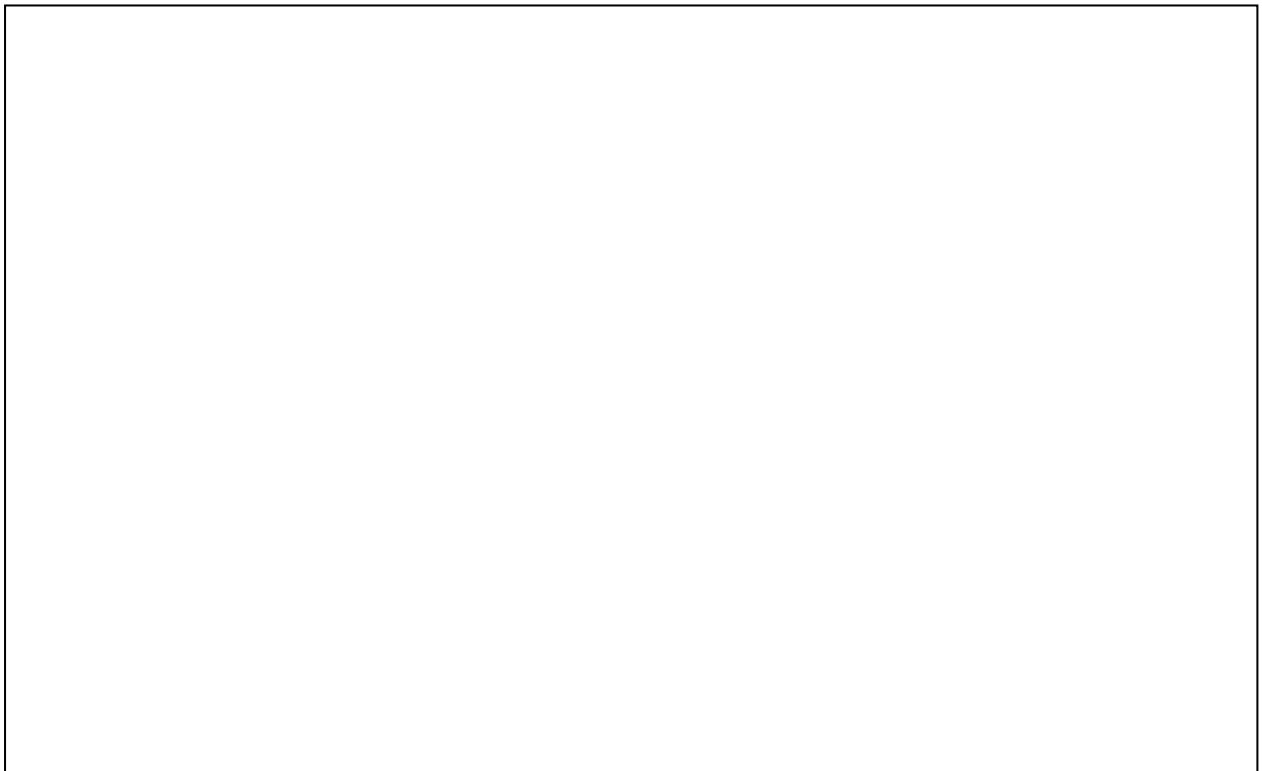
2. Local Knowledge & Participation - 15%

Tell us how your community works together to better the overall appearance, atmosphere and foodie experience for the visitor in your town/area.




3. Local Producers - 15%

Tell us about the accessibility and use of local producers and suppliers by local eateries and restaurants.



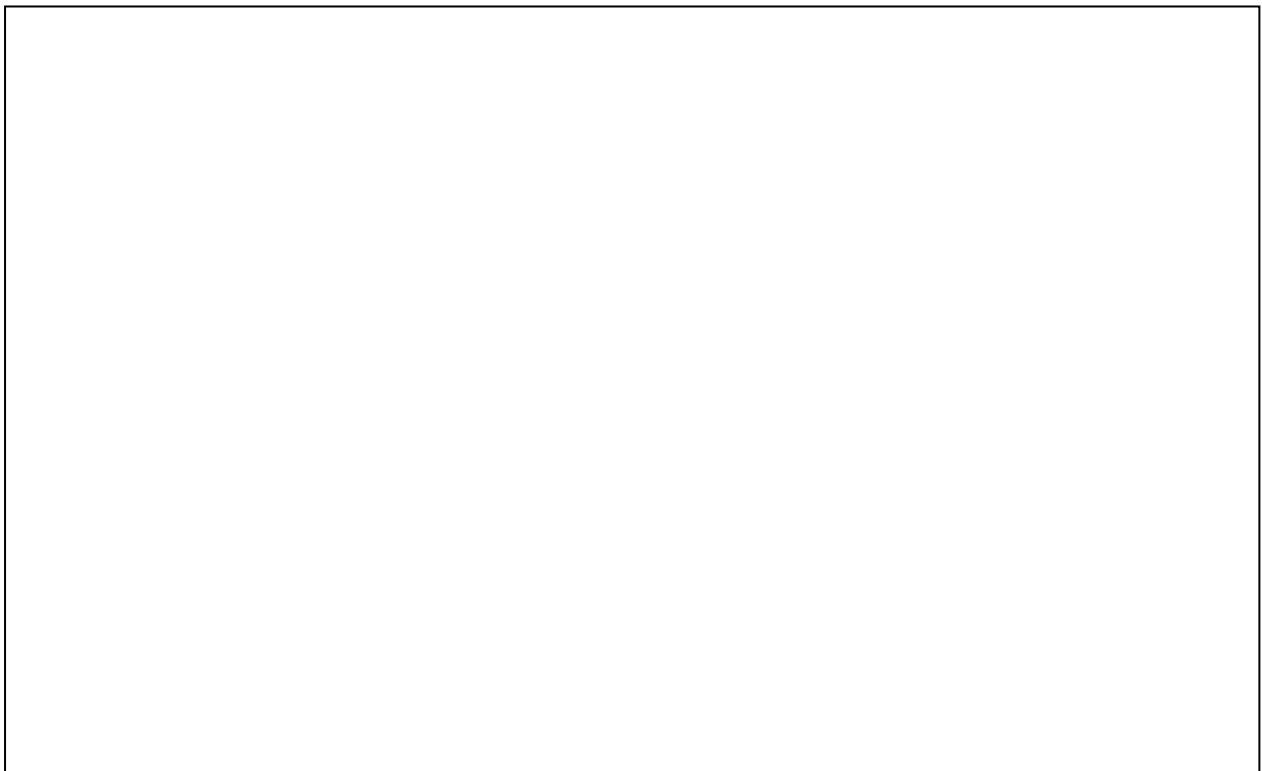
4. Promotion - 15%

Tell us how your town actively and jointly promotes the area as a Foodie destination.



5. Festivals and Community-led Events - 15%

Tell us about the calendar of foodie events and festivals in your town/destination.



7. Education & Training - 10%

Tell us about any local educational and training initiatives in the area of food tourism and hospitality.

8. Did you apply for the Foodie Town award in 2014?

Yes No

If yes, please tell us what improvements/developments/efforts you have made in the past year to further promote your area as a foodie town/destination.

Section 3: Additional Information/Attachments

Please attach at least one image that represents your town/destination in JPEG format. If shortlisted, this image will be used on the shortlist page of our website.

You may submit any attachments that you feel might supplement your application.

For Example:

- Promotional materials/brochures
- Photographs
- Local Restaurant Menus
- Vox Pops
- Videos

Section 4: Agreement to Terms & Conditions

We understand and agree to be bound by the Terms and Conditions of The Restaurants Association of Ireland in submitting this application for 'Foodie Towns'

Winners and Finalists agree to undertake all media and promotional activity arranged by the Restaurants Association of Ireland for the purpose of 'Foodie Towns 2015'.

Signed: _____

Date: _____