



THE 12TH ANNUAL MANCHESTER FOOD AND DRINK FESTIVAL WILL BE TAKING PLACE ACROSS THE CITY FROM THE 1ST - 12TH OCTOBER 2009!
WWW.FOODANDDRINKFESTIVAL.COM

INTRODUCTION

The Manchester Food and Drink Festival, is the region's most hotly anticipated food event. It is the largest and highest profile Festival of its kind in the UK.

MFDF is a 12 day celebration of everything excellent about food and drink in Greater Manchester - from local producers markets to the region's most exceptional chefs; the City's best restaurants, bar, pubs and cafés; international showcases and spectacular outdoor urban events complete the picture. The Festival is an opportunity to shout about everything that's excellent here in Greater Manchester.

MFDF is the original 'urban food and drink festival'. There is no single, central location; rather Greater Manchester becomes the venue for the most creative programme of food events in the UK! From Rochdale to Wigan, the region is animated through food and drink, with Manchester City Centre acting as the hub of this activity.

Events in the best restaurants, bars, pubs, cafes, museums, art galleries and even football stadiums, sit alongside innovative and forward thinking outdoor events.

Quirky competitions and showcases, beer festivals and even some serious debate add to the Festival atmosphere.

Everyone is welcome to join in.

Together, all this makes MFDF the biggest and best food and drink festival in the UK!

Previous Stats!

Over the past 3 years, MFDF has grown enormously! This is indicated by some of the following stats:

- The Festival receives a huge amount of media coverage. In 2007 this totaled £3.4 million (equivalent advertising value). Media coverage ranges from the Manchester Evening News to the Times, Independent, Telegraph and Guardian. As well as a plethora of foodie magazines such as Olive, Waitrose etc, etc.,
- MFDF attracts around **250,000** people across 11 days, around the region.
- The Festival website receives more than **3 million** hits, **100,000** visitors and **45,000** unique ISPs in the run up to the event.
- An average of over **600 different events** take place, over around **300 venues!**



- MFDF has the widest reach of all food and drink events, with highly successful partner Festivals in all 10 of the districts of Greater Manchester!
- The outdoor activity has included some fabulous dining arenas, including the Taste, Dine and Learn Pavilion at Albert Square, and the Taste Tipis in Spinningfields in 2008. Events have been as diverse as 'An Evening with Michel Roux' to 'Urban Harvest Festivals'
- The Festival has attracted international showcases from Thailand, Malaysia, Val D'Aosta in Italy and many, many others.
- The **MFDF Gala Dinner** includes the distribution of 20 key awards given out to the industries finest! (For last year's winners see www.foodanddrinkfestival.com).
- MFDF work with a huge **number of partners, sponsors and key stakeholders** from Manchester United to the Co-operative.
- MFDF is a Pillar Event for Manchester City Council. Meaning it is a key event in the Cities annual calendar.

MFDF 2009

OVERVIEW

There are a number of new and exciting additions and themes in 2009.

MFDF intend to utilise more of the City's venues that ever before with even more focus on the fabulous restaurants and venues in the City.

MFDF's main theme this year is sustainability, with an emphasis on reduction of food waste.

'Love Food Hate Waste' is MFDF's major sponsor for 2009, and with this in mind loving food and hating waste is the Festival's main theme! As part of this, MFDF itself is becoming a more sustainable organisation. MFDF 2009 will be implementing the BS8901 standard for sustainable event management. The aim is to become a brand leader in sustainable food events. As part of this MFDF are offering participating restaurants, bars etc, and a FREE environmental audit in association with Groundwork. For more information on this please contact the Festival office on 0161 839 3461.

MFDF have also refreshed their brand for 2009, which incorporates Love Food Hate Waste and reflects their new 'green' outlook. This logo will be sent to all Ambassadors for use on their websites, promotional marketing etc.



EVENT OVERVIEW 2009

The key elements of this year's MFDF include:

- 1) The North West Food Summit: BRAND NEW FOR 2009!**
The Palace Hotel, date TBC



This year MFDF are launching a brand new event, dedicated to YOU the food and drink industry. The UK's first food and drink industry conference will take place at The Palace Hotel, organised by MFDF. The aim is for this to become a nationally established, annual event. It will provide an exciting forum for the food and drink industry where issues affecting this audience can be debated and discussed, where new opportunities can be presented, and where lasting networks can be established.

The first North West Food Summit, will be entitled 'The Great Sustainability Debate' and will focus on the themes of 'sustain and survive' – the hospitality industry and the economic downturn, and also the impact of environmental sustainability expectations on the industry. The conference schedule will be made up of key note addresses from high profile speakers, facilitated panel debates, workshops and an evening social on the 1st October.

We want to hear from you! We're keen to discuss this exciting new project with YOU, the key players in the food and drink sector. Whether you've got opinions on key topics for the conference, think you could bring something to the planning, would like to put yourself forward to sit on the debate panels, or would just like to chat about it with us and give us your feedback – please get in touch with the Festival Office on 0161 839 3461.

- 2) Venue Event Programme.**
Venues Across Greater Manchester, 1st – 12th October

As ever, the aim is to provide a fantastic programme of events within the local dining destinations. Festival-goers should be able to choose something fabulous to attend at a local restaurant, bar, cafe, pub or deli every day throughout the 12 days. MFDF have always been



proud of the excellent standard of events that it promotes, and in the current climate, we know that consumers need even more incentive to get spending in your venues, so we'll be promoting these events with more vigour than ever. MFDF will be highlighting the idea that consumers can and should participate in the Festival every day, and that the Festival is a time to 'treat themselves'. MFDF will be showing the media how outstanding the region's businesses really are, and continue to be, in the face of the economic crises! See below for details of how to get involved.

3) MFDF Presents... Festival Restaurant Spectaculars
Various Venues, 1st – 12th October

In line with the above ethos, MFDF intend to promote 10 'Festival Specials in the cities best restaurants' throughout event. These will be presented in association with MFDF, and promoted as Festival Highlights. MFDF will work with the venues on these events, utilising contacts such as celebrity chefs and sponsors to create some Festival Spectaculars. These events will then be presented as co-promotions and will receive full promotion via the Festival Marketing Campaign.

We're looking for really special ideas, offering Festival-goers a really unique opportunity. If you think you could host a Festival spectacular then please get in touch! See below for more details of how to get involved.

4) Festival Highlight: Wine Festival (BRAND NEW FOR 2009!)

A unique City Centre venue will be taken over by the best wine merchants in Greater Manchester! More details to be announced soon...

5) Festival Highlight: Whisky Festival (BRAND NEW FOR 2009!)
9th and 10th October

A whole weekend will be dedicated to celebrating the great malt. Once again MFDF will be taking over a landmark Manchester destination for this event. More details to be announced soon...

6) Greater Manchester Real Ale Festival

Following the massive success of the first ever Greater Manchester Real Ale Festival in 2008. This event is back and bigger than ever in 2009!

7) Festival Producers Markets
1st – 11th October, St Ann's Square

The best ever celebration of local producers will be taking place on the St Ann's Square in 2009, as MFDF team up with the markets to animate the Square with local and seasonal producers selling the best regional food and drink to take home and eat on site.

8) Festival Chef Demonstration Theatre
1st – 11th October, St Ann's Square



The Festival Demo Theatre comes to St Ann's Square as MFDF stage a fantastically local programme of chef demonstrations all the way through the Festival! Guest chefs from further afield will also be popping by! Familiar faces already confirmed to make an appearance include Clarissa Dickson Wright. See below for more details of how to get involved.

9) Other Outdoor Activity
9th – 11th October, Albert Square.

MFDF aim to stage the Festival Pavilion on Albert Square over the final weekend of the Festival. This will be for a shorter, more concentrated period and is subject to sponsor commitments. The activity will include an outdoor restaurant showcase, Real Ale Festival, Retail Roadshow and possibly a Bavarian Beer Festival!

10) MFDF Gala Dinner and Awards
12th October, The Palace Hotel

The MFDF Gala Dinner and Awards return! The highest profile food and drink awards in the region will once again be distributed at the hottest food and drink event in the City. Deadline has passed for any self nomination information. The MFDF Award Nominees will be announced at the next Ambassadors Event, which is to be the Festival's press launch, taking place on 23rd July at City Inn.

OTHER NEWS AND OPPORTUNITIES

1) MFDF Investment in Skills Awards

... Are back, and with a brand new category – Bartender of the Year!
Full details to be announced at the Ambassadors Event on the 14th July. For information in the mean time please contact Nicola Trotter at Visit Manchester on 0161 238 4581

2) MFDF Brand New Website

MFDF are proud to announce the arrival of a brand new website. Following this year's rebrand, the Festival website will also be getting a complete overhaul, with a special focus on social media networking and interactivity.

GET INVOLVED

So how do you get involved? Make sure you get your thinking caps on early and don't miss this great FREE way to promote your business, as well as become a part of a nationally regarded event!

To arrange a meeting to discuss any of the opportunities below, then please contact the Festival office on 0161 839 3461 or email ailen@foodanddrinkfestival.com, steph@foodanddrinkfestival.com or michael@foodanddrinkfestival.com

Opportunities:

57 Thomas Street, Manchester, M4 1NA
www.foodanddrinkfestival.com, info@foodanddrinkfestival.com



1) Stage a Festival Event

By organising a special Festival event and offer, to take place in your restaurant, bar, cafe, deli or even theatre venue, you automatically become a part of the UK's biggest and best food and drink festival. Your event will be included in 60,000 Festival Brochures, on the Festival website (www.foodanddrinkfestival.com) and may well be promoted through local and national press. The more creative the event the better (and the more likely to receive media coverage!). Offers/events which aren't exclusive to the Festival, will not be included as part of the programme (e.g. if you always feature 2 4 1 on a Tuesday then we won't include this as a Festival event).

(COST: FREE)

2) Stage a Festival Spectacular!

As outlined above, we're looking for something really special for these events. If you're interested in getting involved in this, then please contact siobhan@foodanddrinkfestival.com to arrange a meeting.

3) Take Part in the Outdoor Events

Outdoor events as part of the food and drink festival provide an excellent opportunity to showcase your venue, 'live' to a captive audience. Full details for the outdoor events in 2009 will be announced very soon, but the 2 key opportunities are:

- **Chef Demonstration.**

A first class opportunity to showcase the talents of yourself or your chef. Book a **FREE** slot, in our fabulous demo kitchen, to perform a cookery demo, showing off what you and your restaurant do best.

COST: FREE

- **Restaurant Showcase Kitchen**

MFDF aim to transform Albert Square into the Taste Pavilion for the final weekend of the Festival. Who better to provide the catering than the City's best restaurants? We aim to create a Mancunian Restaurant Dining Boulevard, at which we'd like your businesses to be the star attraction!

COST: TBC

To discuss and book in either of these opportunities please contact

michael@foodanddrinkfestival.com

4) Advertisements in the MFDF Festival Brochure

(circ 60,000)

An excellent opportunity to ensure your venue/event stands out from the rest.

A rate card will be available very soon, to register your interest in this, please email

michael@foodanddrinkfestival.com



5) MFDF Mailing List Advertising

MFDF also coordinate a 10,000 strong 'food-ie' mailing list. These are consumers who have signed up to receive information about the food and drink festival and so are a highly targeted audience. This is a key marketing tool for MFDF and yields excellent take up results. Highlights of the Festival programme are promoted through this mailing list, but participants in the Festival can ensure extra exposure for their activity through taking a dedicated E-shot to promote their event.

For more information on this please email: michael@foodanddrinkfestival.com

6) In Kind Support

MFDF are always looking for venues to host special events, VIP launches and meetings. If you'd like to showcase your business to a VIP/corporate audience by hosting this sort of event then please contact siobhan@foodanddrinkfestival.com

7) Further PR Opportunities

As part of the national and regional PR campaign we are always looking for competition prizes to use as part of weekend break packages, and for general media use. If you're interested in investing something in kind from your business, in order to achieve media profile then please email:

michael@foodanddrinkfestival.com

8) Sponsorship Opportunities

If your business or associates are interested in sponsoring the UK's highest profile event to receive large-scale exposure across the City and UK, then please email:

siobhan@foodanddrinkfestival.com

EVENT INSPIRATION!

By taking part in the Manchester Food and Drink Festival, you get the opportunity to showcase your business to a wider audience and gain nationwide publicity.

As above, we are raising the bar for the Festival's 12th year and want to promote the highest quality events ever. The Festival team will be happy to come and discuss any ideas you have so that together we can make this the best ever Manchester Food and Drink Festival.

Want to get involved but stuck for ideas?

Successful events from previous Festivals include:

- Tasting events – wine, cheese, beer, coffee
- Celebrity Appearances/book signings/demos.
- Creation of a special Festival menu including healthy eating/Fairtrade/taste of the North West etc.
- Themed evenings incorporating all or some of the above.



- Chef demos either with special guest appearances or your own chefs.
- Showcasing talented young chefs / cocktail mixers
- Entertainers – musicians, poets, dancers etc.
- Children’s menu/activities.
- Charity events
- Event based around the Festival themes – The headline Festival message this year is Grow Your Own .

For more ideas, see last year’s brochure, which contains full listings of all 2008 Festival events, or log onto the website and click on ‘2008’ where all events are archived.

By hosting an event your venue will feature in the 2008 Festival Brochure (distribution 60,000 through the Manchester Evening News) and on the MFDF website (100,000 visitors during the 2007 Festival).

Email event details including date, time, venue address and contact details to michael@foodanddrinkfestival.com or the address below, and we will add your event to the website as soon as we receive it.

KEY DATES

Brochure Deadline: August 28th. If we don’t receive details by this time we won’t be able to include you in the printed programme.

Festival Launch Party: 1st October. Venue TBC

Gala Dinner and Awards: 12th October.

Festival Media Launch: 23rd July, City Inn.