



You are invited to take part in

TASTE DOLGELLAU / BLAS DOLGELLAU
A weekend of fabulous food, fine dining and foraging in
Southern Snowdonia
Friday 15 - Sunday 17 October 2010

The Discover Dolgellau tourism group is planning a major public event to raise the profile of the area as a food destination and attract more business outside the main season. We hope this is an event in which the whole community can find a way to take part.

The weekend will showcase local food and dining specific to the Dolgellau area. Activities will range from wild food forays to a traditional recipe fair, from cookery demonstrations to gourmet food/wine tastings. The Farmer's Market will provide a focus of the weekend and there will be a special event for the tourism /restaurant trade.

We are asking local restaurants/cafes, food producers, shops, the College and other organisations how they would like to get involved in the programme and benefit from the promotion.

- Could you offer a special activity, menu, stall or window display during these dates?
- Perhaps you could assist with promotion or host an event?
- Could you contribute a food related story, article or recipe for www.discoverdolgellau.com?
- Some shops may like to open during the Farmer's Market on the Sunday or serve tasters at a special open evening

Benefits to your business would include

- Exposure in Taste Dolgellau marketing and media campaign
- Opportunity to attract business outside the main season
- Opportunity to reach wider markets with proven interest in the area
- Networking with other local food/tourism industry contacts
- ...and hopefully more customers!

Discover Dolgellau will co-ordinate and implement the marketing campaign and can help with contacts, promotions, advice and support, but you would need to be responsible for organising and funding your activity or event. There will be a range of events, some free of charge and some with a ticket price.

Marketing will include:

- Trailer postcard distributed from Easter onwards
- Direct mail/e-mail campaign to 5,000+ contacts of previous visitors to the Dolgellau area
- Dedicated pages on www.discoverdolgellau.com
- Event leaflet distributed from July onwards
- Promotion via partners including Medwrn, Local Food Talks programme, Mid Wales Tourism, Tourism Partnership Mid Wales, Gwynedd Council and Visit Wales
- Press trip in Spring 2010 to raise awareness of Dolgellau as a food destination
- PR campaign with national, regional and local media
- Increased pages relating to local food on www.discoverdolgellau.com from March onwards

Who else is involved?

To date the following organisations and partners are planning events, assisting with promotion or providing funding/ support:

| | |
|-------------------------------|---|
| Discover Dolgellau | Dolgellau Farmers Market |
| Ffynnon | Dolserau Hall |
| Coleg Meirion Dwyfor | Dolgellau Golf Club |
| Graig Wen | Coed Cae / Snowbikers |
| Cefndeuddwr | JP & Sons |
| Bryn Mair | Firefox Bushcraft |
| Medrwn | Cyngor Gwynedd |
| Tourism Partnership Mid Wales | King Arthur’s Labyrinth/Corris Craft Centre |
| Cadair View Lodges | |

For your chance to get involved please let us know your thoughts using the attached form by 26th February 2010

Contact: Jacky O’Hanlon, Coed Cae, Taichynhaeaf, Dolgellau LL40 2TU
info@coedcae.co.uk Tel: 01341 430628

If you know of others who would be interested in getting involved in Taste Dolgellau then please pass on the information to them.

Taste Dolgellau reply form

Please use this form to express your interest in getting involved with Taste Dolgellau and return by Friday 26th February 2010 to

Jacky O'Hanlon, Coed Cae, Taichynhaeaf, Dolgellau LL40 2TU
info@coedcae.co.uk Tel: 01341 430628

Name of your business/organisation

Telephone number.....

Email.....

Address.....

I would/ would not like to be involved in Taste Dolgellau
(please circle as appropriate)

I would like to be involved by:

- Organising an event
- Assisting with promotion
- Contributing in some other way

Please give us your initial thoughts - details can be confirmed at a later date. The deadline for inclusion in the printed programme is likely to be in early May, but we need to have an idea of the kinds of ways in which people want to get involved by 12 February

Type of event proposed

Proposed date (between Friday 15 - Sunday 17 October 2010)

Location

Capacity/potential number of participants

Category (for example) family, wild food, fine dining, wine, cookery demonstration, tasting etc.

Entry price (if applicable)