

# EAT LOCAL SA



## WHY JOIN EAT LOCAL SA?

### WHAT'S IT ALL ABOUT?

Eat Local SA is a dedicated culinary tourism program - one of very few in Australia. The Eat Local SA program was created to connect consumers with the venues serving and supporting local producers, right across South Australia.

From the iconic fine dining restaurants internationally renowned for showcasing our premium food and wine, to the local hotel or cafe putting in the effort to support local growers and producers, Eat Local SA is the brand that unites businesses and consumers in a shared passion for everything tasty about South Australia.

Eat Local SA is an initiative of the Regional Food Industry Association, Food South Australia and Primary Industries and Regions SA. The program is coordinated by Food South Australia and provides participating venues with dedicated program management support including an up to the minute web-based directory, app, active and growing engagement across social media and a comprehensive advertising and promotions program.

### WHO CAN PARTICIPATE?

If your venue is a restaurant, cafe, pub, cellar door, retailer, caterer, farm gate, accommodation or food tourism experience, then we welcome you to join Eat Local SA.

To ensure the program's integrity with consumers, we ask that your venue meets specific criteria based on the ongoing inclusion of named South Australian sourced ingredients or origin in your menu.

Generally, we ask for a minimum of one main or two smaller dishes for regional venues, and at least two main or four smaller dishes for metropolitan venues (this can include your normal menu and your specials board. Retailers are required to have at least ten South Australian products in store. Visit the website at [eatlocalsa.com.au](http://eatlocalsa.com.au) for full criteria.

### WHAT'S IN IT FOR YOUR VENUE?

**You'll stand out.** Eat Local SA can provide all-weather signage or stickers featuring our branding for you to display, plus you receive logos for use on your own menus and promotional materials to let everyone know your venue is committed to the best local ingredients you can find.

**You'll get noticed.** We publish a full profile for your venue, including Google Maps links to help consumers find you. Local, interstate and international consumers use the Eat Local SA website, app and social media channels to identify venues who share their passion for local products and memorable food-based experiences. The website also includes a recipe database where we can showcase your venue's signature South Australian dishes and link consumers straight back to you.

**You'll be part of the conversation.** Eat Local SA's consumer newsletter Eat Like a Local has over 25,000 subscribers. We can promote your events, new menus and local food-focused news via our social media platforms, and we manage an annual advertising program including key publications such as Palate (the South Australian Tourism Commission's annual statewide food and wine guide), Adelaide Dining, and The Advertiser Good Food and Wine Guide to build brand recognition.

**You'll get access and support.** Eat Local SA participants receive discounted prices to attend the annual Food South Australia Summit and invitations to industry events such as Think Food. We also provide regular venue updates with industry news and tips and tricks to make the most of your participation when marketing to your consumers.

### CONTACT US

For more information about the Eat Local SA program, please contact the Program Manager, Darren Curnow on 08 8303 9457, mobile 0477 775 135, or email [contact@eatlocalsa.com.au](mailto:contact@eatlocalsa.com.au).

