



29 APRIL—8 MAY 2022

TOWN SQUARE VENDOR INFORMATION



“TASTING AUSTRALIA IS THE COUNTRY’S MOST INTRIGUING, ENGAGING AND SURPRISING GASTRONOMIC FESTIVAL”

– THE AUSTRALIAN.

For more than two decades Tasting Australia presented by RAA Travel has served up innovative events and indulgent adventures. It celebrates the delicious possibilities of eating and drinking, always inviting guests to discover what’s new on the menu.

This annual autumn festival showcases the nation’s best alongside home-grown heroes—chefs, winemakers, distillers, producers, restaurateurs and more—delivering a full-bodied, locally grown offering that draws widespread acclaim.

Our vision for Tasting Australia is to inspire national and international visitors, chefs, producers, media, and buyers to visit South Australia while remaining relevant and appealing to locals. We want the festival’s audience to feel constantly curious about what it will deliver next and compelled to join the fun rather than risk missing out.

Magic happens when top talent and local produce converge. Tasting Australia takes the best of South Australia to the world through innovative, creative, and thought-provoking programming and unique culinary tourism experiences.

TASTING AUSTRALIA IS THE PERFECT PLATFORM TO SHOW FOODIES AND EVENT LOVERS WHAT YOU’RE MADE OF AND WHY THEY SHOULD KEEP COMING BACK.

In 2022, Tasting Australia will take place over ten days and two weekends (29 April—8 May 2022), with events held across metropolitan Adelaide and regional South Australia. We want you to be part of the Tasting Australia story in 2022—join the Tasting Australia program and let our audience discover you.

SOCIAL MEDIA COVERAGE

ENGAGEMENT WITH TASTING AUSTRALIA CONTENT VIA DIGITAL PLATFORMS AND SOCIAL MEDIA CHANNELS IS AS STRONG AS EVER, AND STILL GROWING.

THE EVENT SPEAKS TO A DEDICATED NETWORK OF FOLLOWERS ACROSS INSTAGRAM, FACEBOOK, TWITTER, YOUTUBE, THE TASTING AUSTRALIA WEBSITE, AND EMAIL.



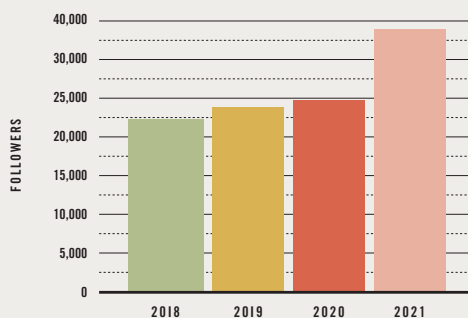
69.1K

TOTAL SOCIAL MEDIA FOLLOWERS



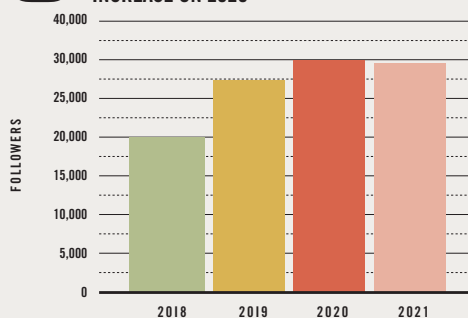
+16%

INCREASE ON 2020



+19%

INCREASE ON 2020



19.4K

EMAIL SUBSCRIBERS

+54%

INCREASE ON 2020

250K

TASTING AUSTRALIA
WEBSITE VISITS ACROSS
THE 2021 CAMPAIGN

↑8%

MORE THAN PREVIOUS
CAMPAIGN

33%+

USERS WERE LOCATED
OUTSIDE OF SOUTH
AUSTRALIA



Shaun Rott and Scott Evans of Master Cask raise a toast to barrel-charring ahead of their live demonstration in Town Square. Picture: Russell Millard

TASTING AUSTRALIA'S NEW TOWN SQUARE LINE-UP IS FLAMING HOT

JESSICA GALLETT

PREPARATIONS are heating up for this year's Tasting Australia.

The 10-day food festival's program of events for its "Town Square" hub, in Victoria Square/Tammanyanga, is officially launched today, ahead of ignition on April 30.

Gone are the six Glashouse kitchens that have featured world-class chefs in recent years. Instead, a single Town Square Kitchen will play host to ticketed events, from a Mother's Day brunch to a World's Table dinner prepared by Cheong Lee, Paul Carmichael of Monoculture fame, Mat Lindsay (Ester) and Louis

Tikaram (Stanley). A separate artisans area will offer free demonstrations, including barrel-charring by Master Cask and knife forging by Dog Boy Knives. Festival director Simon Bryant said the rejig of Town Square would ensure "space is king." The most important thing is that we make sure we create a safe environment for

people," he said. Other initiatives will include pre-ordering at food vendors during peak times, a charitable bar for people who don't want to pay for a full meal, and a program of family events hosted by chefs including Emma McCaskill and Duncan Welgemoed. www.tastingaustralia.com.au



Tasting Australia's Festival of the sausage in Enslat. Chef Gus Love on Cloisters Lanes, University of Adelaide. Picture: Day Kathryn



If you're a fan of MasterChef or chili (or your case, both), then you'll love Chilli Shack, which just opened at Tasting Australia in Victoria Square.

If you're a fan of MasterChef or chili (or in your case, both), then you'll love brand-new Chilli Shack, which has just opened at Tasting Australia's Victoria Square setup.

The spice-focused pop-up is helmed by MasterChef's Callum Hann and Thomas Chrysicis and has a range of well-tossed wonders.



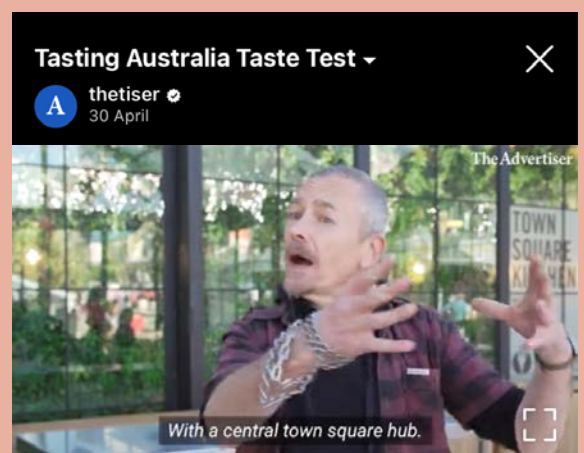
"THREE THINGS GO THROUGH MY MIND AFTER TASTING AUSTRALIA EACH YEAR.

"ONE: HOW DID I CRAM SO MUCH GOOD FOOD AND DRINK INTO SUCH A SHORT SPACE OF TIME?

"TWO: HOW MUCH IS PROPERTY IN ADELAIDE, AGAIN?

"AND THREE: GOSH THIS IS THE BEST FOOD PARTY IN THE COUNTRY. IT'S ALWAYS A JOY TO BE IN SOUTH AUSTRALIA, BUT NONE MORE SO THAN DURING TASTING AUSTRALIA."

JOURNALIST MAX VEENHUYZEN



In 2021 Tasting Australia presented by RAA Travel received record media results, attracting an estimated PR value of **\$29.1 million** and a count of close to **1,791** media items with a potential reach of **37 million**.

Local and national media coverage included features in The Australian, Australian Financial Review, Gourmet Travel Wine, Australian Gourmet Traveller, 9Honey, Good Food, Sydney Morning Herald, The Age, Delicious, Escape, Broadsheet and via national TV broadcast on Channel 7's Sunrise.

BENEFITS FOR TOWN SQUARE VENDORS



Joining Tasting Australia as a Town Square vendor allows you to use the Tasting Australia logo to market your involvement in the festival. You will also benefit from the overarching marketing and communications activities for the entire festival and may receive additional support through various

targeted digital, social and publicity campaigns. All revenue from sales in Town Square remains with the stall holder. Further details about what is supplied for each site are available on the application form.

Tasting Australia is a platform to showcase your product to a highly engaged and hungry audience – draw on the authority and industry respect the Tasting Australia brand has built over 20+ years; this is your chance to take part.



PROVIDE ACCESS TO NATIONAL AND INTERNATIONAL AUDIENCE



OPPORTUNITY TO COLLABORATE WITH OTHER BUSINESSES



DEDICATED PR AND MARKETING SUPPORT



PLATFORM TO LAUNCH A NEW PRODUCT, TOUR, OR EXPERIENCE



BE A PART OF SOUTH AUSTRALIA'S PREMIUM FOOD AND BEVERAGE FESTIVAL



INBOUND INTERSTATE AND INTERNATIONAL MEDIA



ACTIVATING TO CAPTIVE FOOD AND BEVERAGE-LOVING AUDIENCE



INCLUSION IN THE TASTING AUSTRALIA 2022 PRINTED PROGRAM – DISTRIBUTION IN THE ADVERTISER STATEWIDE, PLUS ADDITIONAL 40,000 LOCALLY AND INTERSTATE



INCLUSION ON THE TASTING AUSTRALIA WEBSITE, E-NEWSLETTER, SOCIAL MEDIA CHANNELS



BROADCAST YOUR BRAND TO A WIDER AUDIENCE



DEDICATED CONTACT PERSON



CURATED BY US—THE FESTIVAL’S CREATIVE TEAM— TOWN SQUARE WILL BE THE CITY’S GO-TO FOOD MECCA FROM 29 APRIL—8 MAY 2022.

Situated in the heart of the CBD in Victoria Square/Tarntanyangga, Tasting Australia presented by RAA Travel’s free festival hub Town Square attracted more than 53,000 visitors, proving the public appetite for authentic, delicious food is unwavering.

Tasting Australia invites local restaurants, caterers, and food purveyors to apply to be part of Town Square in 2022, to offer the festival’s discerning and ravenous guests new, exciting, and moreish morsels.

In 2022, Tasting Australia will continue to evolve Town Square, offering a selection of unique culinary options to festivalgoers.

We are asking you, the vendors who are the prominent face of the hub of the festival to push yourselves by putting the absolute best on offer and showcasing the best of South Australian produce.

Applications will be personally assessed by us and our team to get the best mix of offerings. We are here to offer guidance and answer any questions that you may have. We will potentially be asking you to do a tasting for us to assist with the selection process.

Thanks again for your interest and we look forward to seeing what amazing offerings you present to us.

HIGHLIGHT OUR AMAZING PRODUCE HEROES

IN 2022 WE ARE LOOKING FOR VENDORS TO SHOWCASE OUR INCREDIBLE SOUTH AUSTRALIAN PRODUCE!

We have some of the best wild caught fish, free range chickens and pigs (and we mean low-density, real free range), pastured beef, organic vegies, higher welfare sheep, wild goat and kangaroo, stone ground heritage wheat flours, amazing veggies, fruits and nuts, great oils... the list is endless. We are asking for menus and dishes designed around South Australian Iconic Produce.

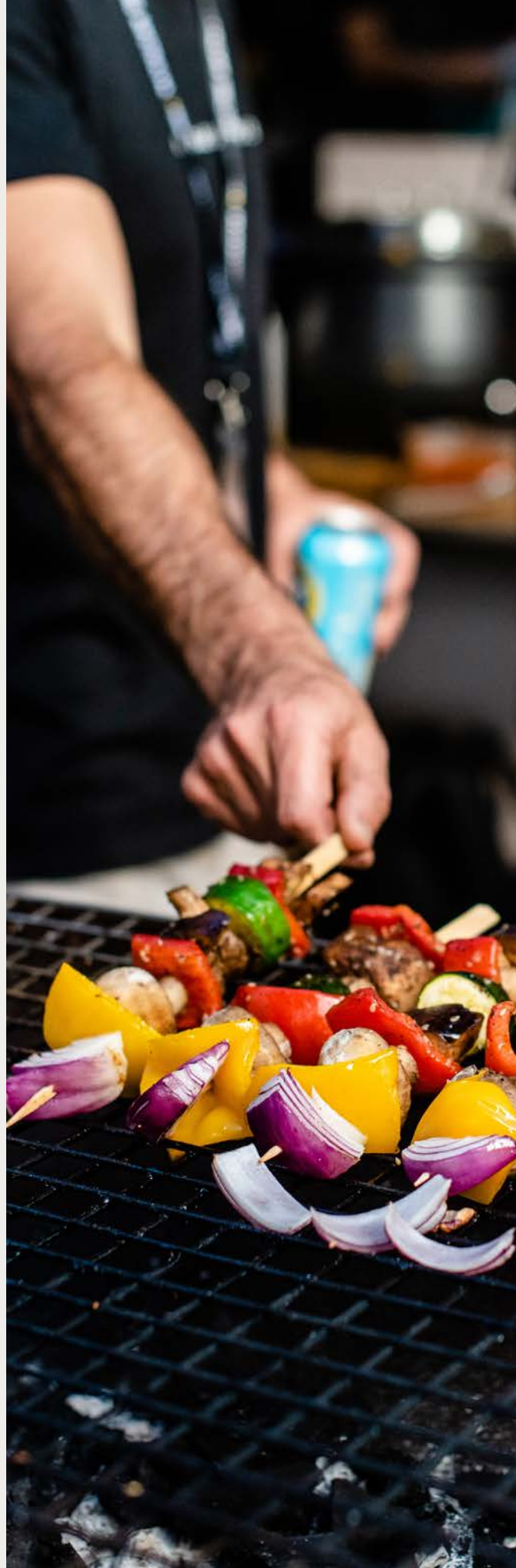
We want to thrust these Local Heroes firmly into the spotlight. This was our approach in 2014 via the eight regional tourism groups running public catering, in 2016 via the eight Regional Food groups and across our Town Square vendors in 2021. The level of pride, loyalty and ownership from both guests and vendors was a collective testament to how much pride South Australians have in our patch. We welcome this produce driven theme back in 2022.

With your unique style and cooking skills added to these hero ingredients, our patrons will enjoy a truly South Australian experience, and receive the very best public catering experience of any festival in Australia.

We understand this produce isn't cheap, it isn't always easy to source – we proudly use it throughout our Tasting Australia managed events and it isn't always easy. This is where we can help you via:

- Introductions to suppliers if needed. Most suppliers are really keen to see their product involved in Tasting Australia and if your current business model doesn't have these networks we can offer assistance.
- Media programmes will be in place to help tell the story of vendors supporting local heroes, therefore supporting our economy. It's just plain good for our state and our festival visitors.

Customers do understand it costs more, and we are here to help tell your produce story in menu boards/ dish wording. Feel free to charge a little more, curb your portion sizes from "gluttonous" to "fair" and show people it just tastes better.



PRODUCE GUIDELINES



WE WILL SHOWCASE SOUTH AUSTRALIA AND THE COUNTRY'S BEST PRODUCE ACCORDING TO THE FOLLOWING GUIDELINES:

- South Australian produce will always be favoured providing it is recognisable and on par or close to being identified as the country's best. If we cannot source SA produce in quantity, quality and specification required then perhaps the menu offering is NOT appropriate for Tasting Australia.
- Vendors must have a hero South Australian ingredient as a menu leader, that is clearly branded, and is an integral part of dish descriptor.
- Secondary hero ingredients from SA in your menu items are encouraged, but not essential, and we encourage you to flag them on your descriptors. We understand that some dishes simply can't be exclusively SA in inputs but, a local beef grazer for your burger, a locally grown and milled flour in your bun, local best practice free range eggs in your mayonnaise and a hero tomato farm in the garnish, would make your dish a super star!
- The quality should reflect the standard of the Town Square Kitchen (Tasting Australia's flagship dining experience) but in fast, accessible, great value propositions.
- The public food offering must celebrate the festival's key themes of people, produce and place.
- Submissions of Pastries and Charcuterie / Cheese Boards will not be considered.

QUALIFYING OPTIONS FOR VENDOR CUISINE AND EXECUTION

Limitations of site:

- The sites are predominantly gas and fire powered (electricity is not readily available), with cold storage considered and allocated.
- Cooking and assembly must be theatrical, spectacular, but most importantly authentic. NO ACTION, NO STALL.

In response to vendor feedback from those who offered best practice local produce and feel strong levels of ownership and pride for the WHOLE festival, we will be putting in place some rudimentary produce integrity checks and balances.

Please don't take this as policing, but as support, and a response to a "majority concern" from vendors in 2018/19. We trust that if you specify a produce hero in your menu submission, that this will be followed through. Should we need, we may ask to site an invoice during the festival. It will be done in a professional, confidential, and diplomatic manner via event management. We understand supply glitches, we are here to help you through that process, not persecute you, so come to us if you feel a produce substitution is evident and let us know how we can help.

SHOW US SOME THEATRE



OVER THE YEARS WE UNEQUIVOCALLY SEE GUESTS DRAWN TO CATERERS WITH AMAZING CONTRAPTIONS AND THEATRE.

In 2022, Tasting Australia is calling on stallholders to show guests exactly how their food is made; the cooking and assembly of your dishes should be on proud display, creating a feast for the senses and whetting the appetite for more.

As the festival will now take place in late April to early May, fire is the centerpiece of this public dining space—Town Square Vendors should have a focus on flipping, whipping, smoking, steaming, grilling, braising, pulling, and presenting irresistible food.

Tasting Australia embraces the diversity of Adelaide's food culture and welcomes recipes and dishes from all around the world: empanadas, hoppert, roti, raclette, pakoras, pancakes and much more.

As the public face of Tasting Australia's incredibly popular festival hub, we invite you—our valued vendors—to push the boundaries, to challenge the norm and to reach for the very best plate of food that represents you.

We will be there to support and guide you, and to ensure that Town Square reflects the rich tapestry of South Australia's thriving food scene.

We understand that some preparation methods and cooking styles don't allow for an element of theatre so in the past Vendors have negotiated this by amazing displays of goods or spice towers, or fantastic frontage and just great customer service and fun staff. Applications will therefore be judged fairly on a holistic sense of presence and visual appeal, with mockups, pictures, and drawings welcome (and may be requested as part of the review process in order to ensure best fit both logistically and visually)

SOME THEATRE THOUGHT STARTERS:

- Taco presses
- Giant Smokers and Fire Pits
- Yakatori Grill Walls
- Fairy Floss being spun
- Roti's being stretched
- Wood fired ovens
- Tandooris idling away
- Mozzarella/ Burrata being stretched
- Raclette being melted



Each Vendor is encouraged to submit four to six dishes. You may wish to submit a larger offering but ultimately, we are after quality not quantity.

In 2022, we are creating a dedicated dessert space which will include up to three vendors depending on offerings, some savoury vendors may elect to add a dessert item, but this is not essential.

WE WANT SPECIALISTS, AND THEATRE WHERE COOKING APPARATUS ARE CENTRAL TO THE STALL, IN FULL VIEW OF THE PUBLIC AND TO CREATE A VISUAL SPECTACULAR FOR GUESTS.

This is the hero for each vendor, along with the specialist product, that then has variations because of change of protein or sauce – less is more here.

PRICE POINT GUIDE

As a guide, we recommend charging \$7 for a snack and around \$20 for a large meal – but if you want to throw a lobster / wagyu or liquid gold in one of your offerings as a Signature Dish of the Day / Week we understand and invite you to charge accordingly. This should be something exceptional that really adds value to your regular menu. Dishes must be easy to eat, stand up, portable and fast to serve.

ENAMEL PLATES

Since inception we asked for compostable serving ware and in 2021, we went one step further by supplying you with washable, reusable tin enamel plates and a service to clean them. Thus, allowing our public catering to be doing the right thing by our producers, our land, sea, and the environment with a greatly reduced disposable footprint and real wins for our hard-working primary producers and showcase the very best service and delivery the state has to offer.

We will be utilising the same enamel plates in 2022, having taken on board feedback with regards to improving the logistics. Vendors have the option of serving from a deep large main plate or a flat entrée plate. These should accommodate various price points and sizes from a snack to meal. More information on the enamel plates and cleaning service can be found in the vendor manual. This document can be found on the Tasting Australia website.

TASTING AUSTRALIA IS HUNGRY FOR:

KOREAN

mandu, dak-kkochi skewers, gukhwappang bun, pajeon pancakes, tteokbokki

JAPANESE

yakitori grills, soba noodle, sashimi stations

CHINESE

steamed buns, yum cha (traditional dim sum style), roujiamo

SPANISH

pintxos, tapas, ceviche, jamon

BRAZILIAN

picanha, pastel de queijo, kibe, acarajé

FRENCH

crêpes, raclette, delicatessen, pates, terrines, cured meats, breads, patisserie

GERMAN

various wurst, schnitzels, krauts, käsespätzle, bienenstich, eintopf

ITALIAN

calzones or pizza frita, single slice pizza, porchetta plates / rolls, arrosticini, arancini, gelato

TURKISH

doner kebab, gozleme, ayra (yogurt drink)

MEXICAN

elote, tacos, churros, tres leches, tostada, quesadillas

VIETNAMESE

bao, banh xeo, goi cuon (cold rolls)

POLISH

bagels, kluski dumplings, baked potatoes, nale niki- fruit pancakes

SRI LANKAN

hoppers (plain/string), watalappan

INDIAN AND MALAYSIAN

chaat, samosa, pakora, roti, idlis, halwa, kulfi

THAI

pad thai, satay, sticky rice, som tam, rat na, lok-lok, woks

ARGENTINIAN

choripan, asado, empanada, garrapiñada, alfajor, flan mixto



TOWN SQUARE: HOURS OF OPERATION



| | TOWN SQUARE OPENING HOURS | VENDOR TRADING TIMES | VENDOR ACCESS TIMES |
|-------------------------------------|------------------------------|-------------------------|----------------------------|
| PRE-EVENT THURS 28 APRIL | CLOSED | CLOSED | 9AM-4:30PM BUMP IN ONLY |
| FRI 29 APRIL | 11AM-12 MIDNIGHT | 11AM-10PM | 8AM-12:30AM |
| SAT 30 APRIL | 11AM-12 MIDNIGHT | 11AM-10PM | 8AM-12:30AM |
| SUN 1 MAY | 11AM-9PM | 11AM-9PM | 8AM-10:30PM |
| MON 2 MAY | 11AM-9PM | 11AM-9PM | 8AM-10:30PM |
| TUES 3 MAY | 11AM-9PM | 11AM-9PM | 8AM-10:30PM |
| WED 4 MAY | 11AM-9PM | 11AM-9PM | 8AM-10:30PM |
| THURS 5 MAY | 11AM-11PM | 11AM-10PM | 8AM-12 MIDNIGHT |
| FRI 6 MAY | 11AM-12 MIDNIGHT | 11AM-10PM | 8AM-12:30AM |
| SAT 7 MAY | 11AM-12 MIDNIGHT | 11AM-10PM | 8AM-12:30AM |
| SUN 8 MAY | 11AM-9PM | 11AM-9PM | 8AM-12 MIDNIGHT |

Site fees are \$8,500 (plus GST) and equate to approximately 10% of historical and anticipated gross revenue.

Applications close on 13 December 2021.

Contact Tasting Australia Town Square Operations for enquiries:
Naomi Misajlo tastingaustralia@sa.gov.au (08) 8463 4706

Town Square opening times are subject to change.

TASTING AUSTRALIA

PRESENTED BY



**FOR MORE INFORMATION ON TOWN SQUARE,
PLEASE CONTACT:**

Naomi Misiajlo, Vendor Coordinator
tastingaustralia@sa.gov.au, (08) 8463 4706

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#tastingaustralia

