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Much to celebrate as 2021 Visa Wellington On a Plate takes the Capital “Out of Place”

The Southern Hemisphere’s largest culinary festival, Visa Wellington On a Plate (Visa WOAP) is taking Kiwi diners “out of place” in 2021 with a booming Festival programme of chef collaborations, themed culinary events, dining experiences, classes and pop-ups - including a “super bumper culinary weekend”, which will be sure to draw in seasoned foodies from all over the country.

The 2021 Festival theme, a creative angle chosen by Visa WOAP organisers to give restaurants and eateries inspiration for their offerings across the month-long festival, is *Out of Place*. The theme has seen a multitude of Festival events and dishes incorporating international flavours and influences in the absence of long-haul travel, and will see diners enjoy cuisines from around the world - from Korea to Syria, Paris to the Pacific Islands.

The concept of ‘time’ also features heavily in the Festival Events programme, with acclaimed restaurant, Shepherd cruising on the Interislander around Wellington harbour while recreating the golden age of travel, Daisy’s are celebrating New Zealand’s most original foodie Aunt Daisy, Rita draws inspiration from the tradition of early settlers making do with their event Colonial Goose, and Katherine Mansfield’s childhood home will host guests at event celebrating dining of bygone eras.

The must-do weekend is 13-15 August, when foodies around the country can experience the height of culinary nirvana, with New Zealand’s premier festival of good beer, Beervana on Friday and Saturday, and Dine Wellington and Garage Project Presents Burger Wellington crossing-over, giving visitors and locals the ultimate taste experience.

Festival Director and CE, Sarah Meikle, said, “Fifty percent of visitors who come to Wellington for Beervana are from out-of-town so the opportunity to take part in every part of Visa Welly On a Plate and Beervana will be a huge drawcard for the Wellington region. It’s never been done before, and we are excited to be able to deliver the most sensational weekend.”

Ms. Meikle said last year’s Visa WOAP shifted to October due to the Coronavirus pandemic, had aided the region’s hospitality industry, saying, “Visa Wellington On a Plate contributes significantly to the local economy with an annual injection of approximately \$5.8M, and last year saw an increase of 3% in Festival event ticket sales. It made us very proud to see Wellingtonians and visitors consciously get behind an industry that had been struggling from the results of the lockdown and level changes.

“This year, we’re once again blown away by one of the strongest Festival programmes we’ve ever seen, and are very excited for people to get out and experience it all - especially that middle Festival weekend, which is basically the Super Bowl for food and drink!”

Visa WOAP has also introduced a new brand this year, incorporating the “plate of curiosity” into their logo as the ultimate showcase of culinary art and dining excitement, and have also adapted the Dine Wellington programme to encourage restaurants to look to the region - its history, topography, weather, people and personal experiences of the Capital - as inspiration behind their Festival dishes and menus, so diners can literally enjoy Wellington on a plate.

Festival Event tickets go on Visa Pre-sale for Visa cardholders (debit and credit) from midday on 14 June to midnight on 16 June, with General Release tickets on sale from 21 June at www.VisaWOAP.com.

Notes to media

The Wellington Culinary Events Trust is a not-for-profit trust established in 2014 to run iconic New Zealand events including [Visa Wellington On a Plate](#), [Beervana](#) and [Highball](#). Visa has been the principal supporter of the festival since 2010.

Dates for Visa Wellington On a Plate run from 1-31 October 2020 with the following format:

- Dine Wellington 1-15 August
- Garage Project presents Burger Wellington 13-31 August
- Cocktail Wellington and Festival Events run all month long
- Beervana 13+14 August

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