



**Visa Wellington On a Plate**  
10-26 August 2018  
**Eat & Drink - Participation**  
**Guidelines for Eateries & Bars**

# Visa WOAP at a glance

Visa WOAP isn't your typical food festival. For 17 days every August, Wellington's restaurants, venues, laneways and carparks are host to wild celebrations of food and beverage as we warm up winter with food-filled fun.

We invite you to take part in this annual food fest. Get to know our local suppliers and producers a little better, collaborate with fellow foodies or go crazy with creative, limited-time Dine Wellington set menus and Festival Dishes, burgers, cocktails, culinary events and pop ups - which we curate into a tasty programme and market to locals, nationwide and abroad.



**8k+**

Tickets sold  
to Festival Events



**17**

Days



**100+**

Festival Events  
across the  
Wellington region



**98%**

Attendees  
will return in 2018



**60k+**

Social and  
eNewsletter  
audience



**400k+**

Website visits

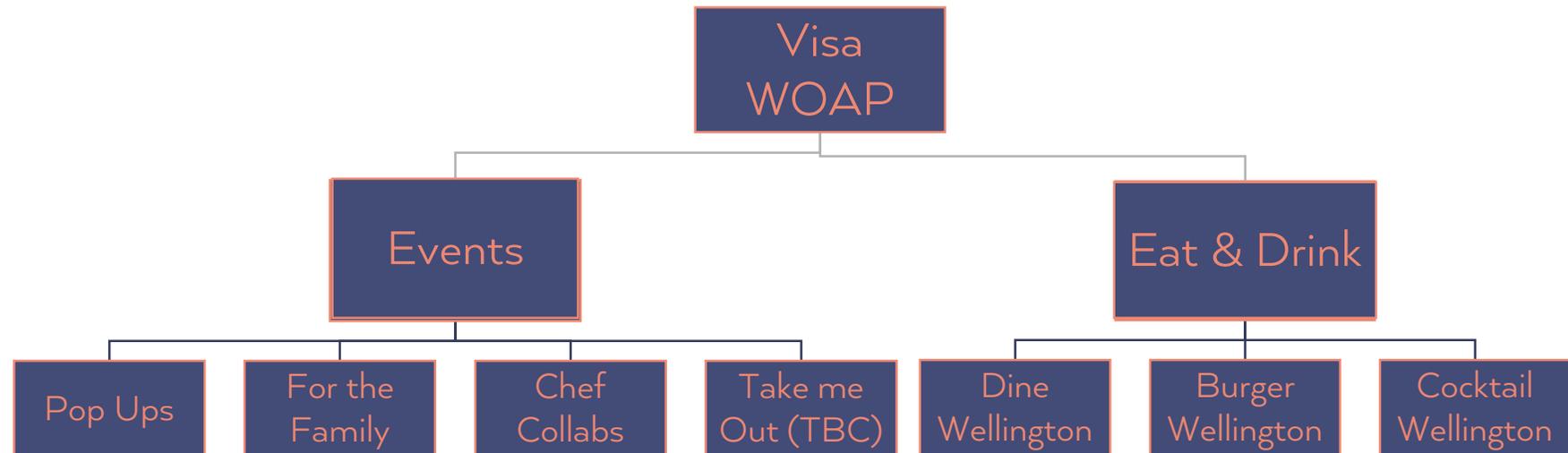


**\$1m+**

PR value



# Festival Structure





# 2018 Theme - “PARTY”

Visa WOAP is turning 10 years old and we’re having a party to celebrate! The celebratory nature of food is universal. Every culture, religion, season, harvest, holiday, big occasions and life moments – they all bring people together over food. The greatest sign of friendship and connection – and the great leveller – is the sharing of a meal. Be inspired by Visa WOAP’s 10-year anniversary – think broadly and creatively on what a party, milestone or celebration means to you, your eatery or culture through your Festival Dishes, menus, events, burgers and cocktails.

## Thought starters

- Birthdays at different ages
- The number “10”
- Dinner party: potluck, banquets
- Occasion: engagement, wedding, Christmas, New Year, baby shower, house warming, graduation, farewell, Easter, summer BBQs
- Milestones: an anniversary, historical moment in time, looking backwards or forwards
- Type: masquerade, ball, rave, concert, block, costume, garden, cocktail, tea
- Cultural: fiesta, Mardi Gras, Diwali, Thanksgiving, Matariki
- Mood: celebrating, and celebrating with the best things and people in life, unifying, bringing joy and fun, treating people, warm hosting.

*NB: You don’t need to host a literal party! Be inspired by what celebrations mean to you.*

# What is an “Eat & Drink” offer?

“Eat & Drink” comprises of three platforms:

1. Dine Wellington: value-driven set menus (quality eats for great value)
  2. Cocktail Wellington: cocktail and tapas pairing
  3. Burger Wellington: different spins on the classic burger
- From 2018, you can choose to take part in 1, 2 or all 3 offers, or a mixture of the 3 as Dine Wellington will no longer be compulsory for Burger Wellington.
  - You can also choose whether to offer a Dine set menu at lunch or dinner – when it suits your kitchen.

## Why the change?

- Those who want to ‘blitz burgers’ can, whilst those establishments who excel in creating exciting Festival Dishes and menus can hero Dine Wellington
- Provides the opportunity to hero Wellington Wine Country (WWC) matched beverages to each Festival Dish, in a succinct format (following Burger & Garage Project beers).
- We will highlight the establishment first off, as choice is often led by the establishment than the dish offered
- Gives us the opportunity to develop a dedicated Marketing and Communications strategy and deliver a much more singular
- message around Dine Wellington, Festival Dishes & WWC matches.



# Why submit an Eat & Drink offer?

From a classic Burger, to letting your bar staff go crazy on a cocktail concoction to showcasing a menu that brings new and old punters alike through the door, these limited-time offers create an atmosphere in Wellington unlike anywhere else in NZ and put Wellington's food & beverage on stage.

- Those selected to be part of Visa WOAP 2018 will be part of a nationwide multi-level marketing and communications campaign
- Dedicated listing on VisaWOAP.com (400k+ web visits and 1.5m+ pageviews in 2017)
- Listing in the programme guide (115k distributed nationwide)
- Potential exposure through VWOAP channels including social (47k+ audience), eNews (22k+ subscribers) and blog (77k visits in 2017)\*
- PR opportunities across online, TV, social media, radio and print (242 stories across NZ & Aus in 2017)
- Previous participants (via annual survey) have stated an increase in reputation, attracting new clientele and being part of Wellington's unique Festival atmosphere as benefits of having an Eat & Drink offer
- Optional promotional in-store promotional collateral (table talkers, posters, programme guides, menu templates)

Visa WOAP highlighted Eat & Drink offers on our channels and in pitches to media are editorially curated. This is based on quality of application, imagery and selection criteria. We encourage you to include a high res, quality image to improve the likelihood of being shared across Visa WOAP channels

## Anything Else?

- Visa, as our naming rights sponsor, encourage the use of paywave. New Zealanders make millions of 'contactless payments' and growing. For purchases up to \$80 there's no need for a PIN or signature, faster customer experience and less queues, safer perception (card stays in the consumer's hands), and reduced cash handling.
- If your venue offers PayWave, there may be opportunities to be included in Visa-led nationwide marketing activity.



# Offer Structure and Pricing

Offer	1. Dine Wellington Presented by Wellington Wine Country		2. Cocktail Wellington	3. Burger Wellington Presented by Garage Project
What do I offer?	LUNCH: A Festival Dish (inspired by the theme) AND matched Wellington Wine Country wine or other local beverage AND/OR DINNER: standalone Festival Dish (same price as lunch) AND/OR a 2, 3 or 4 course set menu (must include your Festival Dish as a main option) AND matched Wellington Wine Country wine or other local beverage		A cocktail + matched tapas (small bites) pairing	LUNCH AND/OR DINNER: A burger + option to add matched Garage Project beer
Pricing Structure	LUNCH Festival Dish, at one of 3 set price-points: <ul style="list-style-type: none"> <li>• \$20</li> <li>• \$25</li> <li>• \$30</li> </ul> AND Beverage(s): Additional price(s), as determined by you	DINNER Festival Dish (same price as lunch) <ul style="list-style-type: none"> <li>• \$20</li> <li>• \$25</li> <li>• \$30</li> </ul> AND/OR Select from 2, 3 or 4 courses and one of 3 set price-points: \$35 \$45 \$55 AND Beverage(s): Additional price(s), as determined by you	Please keep to a round number (e.g. \$18.50 becomes \$19) for website filtering purposes	BURGER \$X / +BEER \$X Select your burger price point and additional price to add a Garage Project beer (if offering).  Please keep to a round number (e.g. \$18.50 becomes \$19) for website filtering purposes  Please note we will be monitoring the beer prices to ensure this is more standard across all offers.
ADD-ONS	Beverages (alcoholic or non-alcoholic) are an optional additional price to the quoted base price for the dish(es) (like beer with burger). You can opt to price beverages at a single price point (e.g. add matched Wellington Wine Country wine or local beverage for \$10) or at separate prices (e.g. add matched Wellington Wine Country wine from \$10 or a local Six Barrel Soda for \$8). You can also offer any other number of add-ons as you wish – cocktail upgrades, additional course(s), upgrade to a bottle or swap your beverage etc. These will be included in your website listing, but not in the physical programme guide (due to space restrictions). For example if you wish to offer the choice of 2 or 3 courses, please select 2 courses and price accordingly and include the option to add a 3 <sup>rd</sup> course in the additional offers box.			You may include sides (e.g. Fries) if you wish as part of your burger offer.

# What will show on the guide & website listings?

WHAT?	DESCRIPTION	WHAT CONTENT WILL BE SHOWN IN GUIDE/ONLINE?
Eat & Drink (Restaurant & Bar Index)	This section will act as an index of all eateries, bars and food trucks taking part in any of the 3 platforms. It will contain only the venue information and dietary summary.	Venue name / description / address / opening hours during VWOAP / photo / which platforms entered / dietaries catered to / page number (or URL link) / local suppliers
The three platforms will be separated with only the dish information, listed by venue name	Burger	Venue name / Burger \$ / name / description / dietaries / beer (+ other platforms entered if any)
	Dine	Venue name / Dine menu <ul style="list-style-type: none"> <li>• Lunch: \$ / Festival Dish description / dietaries / beverage</li> <li>• Dinner: \$ / Courses and Descriptions / dietaries / beverages / optional add-ons</li> </ul> (+ other platforms entered if any)
	Cocktail	Venue name / Cocktail \$ / name / description / dietaries (+ other platforms entered if any)

## The difference between Suppliers & Producers

**Suppliers** = local wholesalers or distributors of products used across any of the three platforms. Listed alongside your venue information.

**Producers** = local bakers, makers and artisan producers who directly produce the products used within your dishes. Continue to note these, as relevant, within your dish descriptions,

# Example Listings

Sample *Dine Wellington Programme Guide Listing*, open lunch and dinner, offering Festival Dish as a standalone for dinner, entering burger and cocktail, different price points for beverages

Joe's Restaurant

LUNCH

**\$20** *Festival Dish*

FESTIVAL DISH Waikanae Papaka crab bisque with Awatoru smoked eel dumplings, potato pearls and prawn toast

ADD WELLINGTON WINE COUNTRY MATCH: Pencarrow Sauvignon Blanc 2015 (\$14) OR LOCAL BEVERAGE ParrotDog BitterBitch (\$8) or housemade soda (\$7)

DINNER

**\$20** *Festival Dish* OR **\$35** *Two Courses*

MAIN Festival Dish OR Wairarapa lamb's head with smoked chilli mayonnaise, fried chicken, watermelon and cashews

DESSERT Whittaker's Chocolate Trio: White, milk and dark chocolate, hot, cold and frozen, with Olivo olive oil, peanuts and caramel (GF)

ADD WELLINGTON WINE COUNTRY MATCH: Pencarrow Sauvignon Blanc 2015 (\$14) OR LOCAL BEVERAGE ParrotDog BitterBitch (\$8) or housemade soda (\$7)

SEE (B p19) (C p61)

Sample *Dine Wellington listing on website*, open lunch and dinner, not offering Festival Dish as a standalone for dinner, entering burger, one price point for beverages

Joe's Restaurant

LUNCH

**\$20** *Festival Dish*

FESTIVAL DISH Waikanae Papaka crab bisque with Awatoru smoked eel dumplings, potato pearls and prawn toast

ADD WELLINGTON WINE COUNTRY MATCH OR LOCAL BEVERAGE **\$12**: Pencarrow Sauvignon Blanc 2015 OR ParrotDog BitterBitch or housemade soda

DINNER

**\$35** *Two Courses*

MAIN Festival Dish OR Wairarapa lamb's head with smoked chilli mayonnaise, fried chicken, watermelon and cashews

DESSERT Whittaker's Chocolate Trio: White, milk and dark chocolate, hot, cold and frozen, with Olivo olive oil, peanuts and caramel (GF)

ADD WELLINGTON WINE COUNTRY MATCH OR LOCAL BEVERAGE **\$12**: Pencarrow Sauvignon Blanc 2015 OR ParrotDog BitterBitch or housemade soda

OPTIONAL ADD-ONS: entrée (\$15) / wine matching (\$20) / upgrade to a carafe (\$34) or a bottle (\$48,) / add Cocktail Wellington (excl. tapas) (\$15) / cheese course (\$15)

SEE ([Burger](#))

Sample *Dine Wellington listing on website*, open dinner only, offering Festival Dish as a standalone, not entering any other platforms, one price point for beverages

Joe's Restaurant

DINNER

**\$20** *Festival Dish* OR **\$35** *Two Courses*

MAIN Festival Dish OR Wairarapa lamb's head with smoked chilli mayonnaise, fried chicken, watermelon and cashews

DESSERT Whittaker's Chocolate Trio: White, milk and dark chocolate, hot, cold and frozen, with Olivo olive oil, peanuts and caramel (GF)

ADD WELLINGTON WINE COUNTRY MATCH OR LOCAL BEVERAGE **\$12**: Pencarrow Sauvignon Blanc 2015 OR ParrotDog BitterBitch or housemade soda

OPTIONAL ADD-ONS: entrée (\$15) / wine matching (\$20) / upgrade to a carafe (\$34) or a bottle (\$48,) / add Cocktail Wellington (excl. tapas) (\$15) / cheese course (\$15)

# Selection Criteria

Submitted offers must meet the below criteria:

- Created exclusively for Visa WOAP
  - Incorporate the 2018 theme “PARTY” in some form
  - Contribute to the Festival objective to tell the Wellington food story (highlighting our producers, suppliers or demonstrating the strength of our hospitality industry)
  - Available during the Visa WOAP festival period (10-26 August 2018) and located within the wider-Wellington region
  - Is of a high standard and demonstrates best practice (e.g. host responsibility)
  - Must accept Visa WOAP voucher(s)\* valued up to \$100 for promotional or auditing requirements
  - Demonstrates or offers that which is different to business as usual
  - Prepared to offer 3 x serves of your dish(es) for judging, if selected a Festival Awards finalist, during the week following the Festival
- 
- Eat & Drink selection will be at the discretion of Visa WOAP and an industry-based curating committee. Completed submissions that meet the criteria and are successful:
    - Must acknowledge connection to Visa WOAP (e.g. logo on menu, in consumer communications)
    - The details in the final application must match the offer delivery
    - It is the eatery or bar’s responsibility to ensure their VisaWOAP.com listing is up to date in the lead up to, and during the
    - Festival

*\*Visa WOAP vouchers are created by the Festival team and may be valid for different time periods (during Festival, 6 months to 1 year following). They may be for your specific Festival offer(s) or general cash*





# 2018 Festival Awards

In 2017 we trialled the new format of Festival Awards, with 3 awards up for grabs (best Burger, best Cocktail and best Festival Dish).

Following positive feedback, this format will continue in 2018, with some slight changes:

- Public ratings will be open the full length of the Festival (10 Aug until Sun 26 Aug)
- Public ratings continue to 100% determine the 5 finalists in each category
- Finalists will be announced Mon 27 Aug, following the Festival close
- Finalists are strongly encouraged to keep their dish(es) on the menu from when they are able until at least Sun 2 Sept – to allow the public the chance to taste before the winners are announced. They must inform the Festival if/when they will be available (for promotional purposes)
- Finalists must serve 3 of their dish(es) for the 3 judges (no longer anonymous, via an informed booking) by Sun 2 Sept
- The **Festival Awards Evening** will be industry, stakeholders, media and sponsors only and held on Monday 3 Sept. No cook-off or presenting of dishes will be required. This will be a ticketed, low price-point event with party-like atmosphere, drinks and food for finalists and all of the industry to celebrate a successful Festival and announce the winners.

# 2018 Key Dates and Fees

## Key Dates (NB: subject to change)

- 5pm, 31 Jan-8am, 6 March: Application portal open
- 6 March: Application fees due
- 6-12 March: Portal closed for editing and curating committee review
- 13 March: Final Festival programme selection
- 14-20 March: Portal open to successful applicants for final edits
- 21-26 March: Portal closed for final internal editing
- 27 March-4 April: Portal open for final listing approval only (NB: includes Easter Weekend)
- 5-24 April: Portal closed. Programme Guide & Website Design commences
- 26 April-1 May: Portal open for Programme Guide listing approval
- 2-8 May: Final changes and proofread
- 9 May: Programme guide to print
- 5 June: Programme launch and website live
- 6 June: Programme Guide available
- 10-26 August: 2018 Visa WOAP Festival

## Fees

We are working through the fee structure in light of the changes to participating in Dine and/or Cocktail and/or Burger.

We do not anticipate these will have any significant increases

# How do I submit an offer for 2018?

- The application portal ([www.visawoap.com/dashboard](http://www.visawoap.com/dashboard)) with 2018 applications will be available from 5pm, 31 January-8am, 6 March
- New to VWOAP or WCET events? Please create a login
- 2017 participants or those with existing accounts, use previous account details (reset your password if you have forgotten)
- There should only be one account per restaurant or event host
- VENUE: Add or edit venue details – you must enter or edit a venue to host your event(s)
- EVENTS: Complete the Dine, Burger and/or Cocktail application form to the best of your ability, which has two streams of information required:
  - Background (the information that tells us about you and your offer – the admin stuff!)
  - Listing content (the information that will be displayed to the consumer)
  - You can save your application and log in to add or edit information at any point until 8am, 6 March.
- Upload an image (NB: no logos or text, at least 1MB in size)
- Pay application fee\* (refunded if unsuccessful)

\*The application fee provide the Festival with cash flow to enable marketing, PR and related activity such as website development to commence