

## ABOUT THE FEAST ON® PROGRAM

**Feast On® = Certified Local**



We're so glad you're interested in the Culinary Tourism Alliance's Feast On® program!

As North America's largest and longest-running local food certification program, Feast On® recognizes businesses across the food tourism value chain committed to sourcing Ontario-grown food & drink.

### The Criteria

- 25% of total annual food receipts reflect Ontario grown and raised food purchases.
- 25% of total annual alcohol receipts reflect Ontario made beverage purchases
- Serve at least one glass of Ontario red and white wine

### The Cost:

\$500 to participate

### Enjoy Feel-Good Benefits like:



Access to a rich network of like-minded businesses and the expertise of the CTA's staff



Being identified as a values-based business with added credibility to your sourcing or producing practices

# MARKETING BENEFITS

Choose between a consumer-facing OR an industry-facing certification.  
**Want both? Get your second certification for 50% off.**

## CONSUMER MARKETING BENEFITS

For any business with a visitor experience. For example:

- Restaurants, food trucks, popups
- Agritourism experiences

- ✓ Unique profile on ontarioculinary.com (hello backlinks!)
- ✓ Full-year of ad space on OntarioCulinary.com
- ✓ Love on our @OntarioCulinary social media channels (28.5K+ followers)
- ✓ Features in our weekly consumer newsletters (8000+ subscribers)
- ✓ Opportunity to provide sponsored content for all platforms

## INDUSTRY MARKETING BENEFITS

For growers and producers supplying foodservice businesses. For example:

- Craft beverage or artisan food producers
- Farmers, butchers

- ✓ Unique profile on culinarytourismalliance.com (hello backlinks!)
- ✓ Full year of ad space on OntarioCulinary.com
- ✓ Love on our @CulinaryTourismAlliance social media channels (8.5k+ Followers)
- ✓ Opportunity to provide sponsored content for all platforms
- ✓ Personalized intros to members of the Feast On® network to help you grow your business
- ✓ Feature in one monthly network newsletter (627 members)

**READY TO GO? START HERE.**