



2016

CHOPSTICK FEST

RESTAURANT PACKAGE



CHOPSTICK  
— FEST —  
chinese cuisine

# EXPLORE UNFOUND FLAVOURS

## FROM CHINA TO VANCOUVER

From their historical roots in Vancouver's Downtown Eastside to the modern Chinese cultural epicentres of Richmond and Burnaby, Chinese immigrants have had a tremendous impact on Vancouver's ethnic and culinary makeup for more than one-hundred years. Chopstick Fest is an event that highlights Vancouver's Chinese migration history through food by exploring culturally diverse and regionally specific elements of Chinese cuisine.

The inaugural Chopstick Fest will be featured across the Lower Mainland from October 15th to the 30th, 2016.

## EXPERIENCE CHINESE CULTURE

This festival will provide a culinary experience where participants can embrace Vancouver's immense selection of regional Chinese cuisine by giving them the opportunity to explore restaurants and dishes on their own. Through rich written content, photographs and videos, as well as offline tasting events, we want to tell the story of how each unique regional dish found itself as an integral part of the celebrated Vancouver culinary scene.

Chopstick Fest is actively developing relationships with restaurants across the Greater Vancouver Area and even in China, as well as **facilitating a cultural dialogue** between Chinese restaurateurs and consumers from a variety of backgrounds. This way, our festival is able to address misconceptions surrounding Chinese food and culture, educate and inform the general public about Chinese traditions, and explore unfound flavours.

In China, sharing a meal with people, be them friends or strangers, family members or business partners, is an integral part of relationship building. Food is about sharing, having a great time and celebrating together with others. Likewise, our festival is also very much about **bringing people together** to learn, celebrate and of course eat amazing things!

**We hope you can join us on a culinary journey to celebrate the diversity of Chinese cuisine and culture in the Lower Mainland!**

# EVENT OVERVIEW

From **October 15th to the 30th, 2016** over thirty restaurants will be featuring their unique dishes to customers across the Lower Mainland. Chopstick Fest aims to give both local and visiting patrons the opportunity to become connected to the Chinese community and bond over their love for food.

Participating restaurants will offer a **unique prix-fixe menu** to showcase their take on Chinese food. Menu options are to be specifically crafted to showcase each region's specialties along with the restaurant's own signature dishes. During the course of the event, Chopstick Fest will release recipes for people to tackle at home. In conjunction, we will release a video series to help participants better understand how the dishes are created and the history and passion local Chinese chefs put behind creating them. These videos give viewers an exclusive behind the scenes look at how cooks are transforming Vancouver into one of the best places in the world for Chinese food.





# EXPLORE TASTE DISCOVER

## WHEN & WHERE?

October 15 - 30, 2016  
Throughout the Lower Mainland

## CHOPSTICK FEST WILL:

- ◆ Highlight existing and up and coming Chinese restaurants
- ◆ Help individuals become familiarized and introduced to different regional Chinese cuisines
- ◆ Broaden the scope of Chinese cuisine
- ◆ Increase the interest and to educate Chinese culture that has taken root in the Lower Mainland

## WHY PARTICIPATE?

Chopstick Fest is a **must attend event** for local and visiting foodies alike, hoping to understand and explore the different options of Chinese cuisine in the lower mainland.

**Love at first bite:** Promote your restaurant to local and visiting food lovers, who show an interests in authentic Chinese cuisine.

Participating restaurants will **showcase their signature dishes**, as well as regional specialties that reflect their restaurant's origins.

Customized and bilingually translated menus will be printed and distributed to participating restaurants, **free of charge!**

# FREQUENTLY ASKED QUESTIONS

## 1. What is Chopstick Fest?

From October 15th to the 30th, 2016 over thirty Chinese restaurants will be offering their unique dishes to customers across the Lower Mainland. The inaugural Chopstick Fest aims to give both local and visiting patrons the unique opportunity to not only connect to Vancouver's large Chinese community but to also bond through a mutual love for food.

Participating restaurants will offer a unique prix-fixe menu to showcase their take on Chinese food. These menu options will be specifically crafted to showcase regional culinary specialties in China along with the restaurant's own signature dishes.

In addition to the dining component of the event, the festival will include culinary events and experiences throughout the Lower Mainland that will offer guests an exclusive opportunity to learn more about Chinese food and culture during the festival dates.

## 2. When is Chopstick Fest?

Oct 15th to Oct 30th, 2016

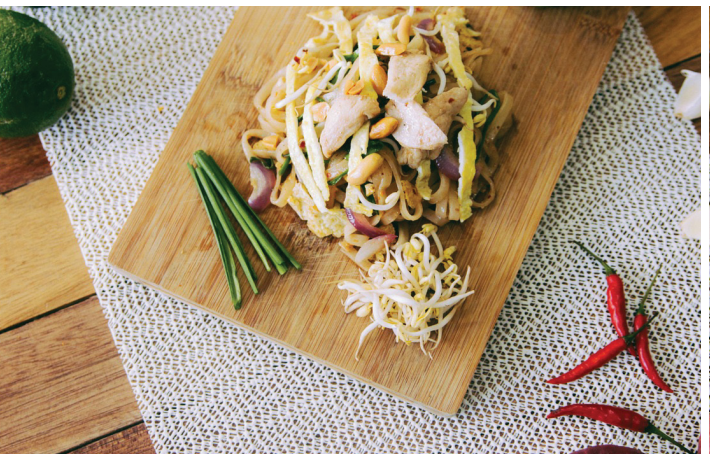
## 3. As a participating restaurant, how do we join Chopstick Fest?

For Chopstick Fest's inaugural year, participating restaurants must offer traditional Chinese food as a staple in their menu. Restaurants who offer fusion Chinese food are welcome but must first be approved by Chopstick Fest.

If a restaurant is interested they can register through the link located on our website. We will get back to you within a week and an appointment will be set up to further discuss the details of the event.

Once an agreement has been reached, participating restaurants will need to abide by the terms and conditions set forth by Chopstick Fest. One condition required by Chopstick Fest is that each participating restaurant will need to prepare Chopstick Fest specialized menus, which exhibit authentic, creative and signature dishes.

The last date to sign up for Chopstick Fest is **September 16th, 2016.**



#### 4. As a participating restaurant, what can Chopstick Fest do for me?

Participating restaurants will be heavily promoted in print and digital media, social media platforms and channels, and Chopstick Fest's own website with the intended goal of providing each restaurant **greater exposure to a larger market**.

In addition to cross-platform promotion, Chopstick Fest also offers **new marketing opportunities** for participating restaurants to **attract new and repeat customers and to showcase signature dishes**. Chopstick Fest through advertisement, press releases, videos, photographs, in both English and Chinese, will enable participating restaurants to differentiate themselves on a comprehensive and professionally curated platform.

Chopstick Fest will also be partnering up with local food bloggers and food enthusiasts throughout the Lower Mainland. This extensive network of local influencers will provide **positive word of mouth publicity** and **legitimized recommendations** for participating restaurants.

Besides the PR and marketing support which you will be receiving, Chopstick Fest will also design and print your specialized menu in both Chinese and English. This will allow diners to fully comprehend and enjoy the meal you have prepared for them.

#### 5. What do I need to prepare for Chopstick Fest as a participating restaurant?

Participating restaurants will develop a special set menu with fixed prices that will be made available during the Festival dates of October 15 to 30, 2016. This will enable diners to have the opportunity to sample a larger repertoire of the restaurant's specialties. The deadline for submitting the finalized version of the Chopstick Fest menu is **September 30, 2016**. Before the deadline members of the Chopstick Fest team will be in contact to provide marketing support and to discuss specifics of the menu.

Participating restaurants can begin preparing the Chopstick Fest menu as soon as an agreement has been reached with Chopstick Fest.

Participating Restaurants will also need to provide reasonable time and opportunity for Chopstick Fest to come in to take professional photos and do interviews for the purposes of promotion and marketing.

To ensure that your restaurant is presented in the best way possible, it important that during the Festival, all staff are briefed about the event to ensure great service and food for all diners.



#### DID YOU KNOW?

Entry fee for restaurants participating in Dine Out Vancouver™ can cost as high as \$977 plus GST (Membership fee + Registration fee). Chopstick Fest is FREE for Participating restaurants to join!





## 6. What is the Chopstick Fest Event Menu?

Participating restaurants will provide specialized menus with fixed sets of dishes within a specific price range. The Chopstick Fest menu should not only showcase representative dishes of a particular Chinese culinary region (ex. Shanghai, Cantonese, North East, etc.) but also signature dishes of the restaurant itself.

The ideal Chopstick Fest menu should feature items that are not normally listed in your menu, and should reflect the authenticity of your restaurant's cuisine. The Chopstick Fest event menu is an opportune time to stand out from similar restaurants, and to showcase the unique features and the delicious foods of your restaurant!

If the menu contains ingredients that might cause allergies (peanuts, dairy, etc.), please make note of it on the menu.



## 7. What is the structure of the Chopstick Fest Event menu?

Restaurants will come up with three different set menus that can cater to a table of 2, 4 and 10 people. The below paragraphs are recommended guidelines only and are subject to change depending on the individual nature of the restaurant.

Within the menu for 2, there should be a minimum of 4 dishes, including a starter dish and a dessert dish, with at least 2 of the 4 dishes having options (example: Kung Pao Chicken **OR** Sweet and sour pork).

Within the menu for 4, there should be a minimum of 6 dishes, including a starter dish and a dessert dish, with at least 3 of the 6 dishes having options. It is recommended to include a starch based dish as one of the 6 dishes. (rice or noodle).

Within the menu for 10, there should be a minimum of 12 dishes, including a starter dish and a dessert dish, with at least 6 of the 12 dishes having options. It is recommended to include a starch based dish as one of the 12 dishes.

The menu options allows groups of 6 or 8 people to combine the different options from the 2 person and the 4 person menu to create a more comprehensive eating experience.





## 8. When can I offer the Chopstick Fest Menu?

The Chopstick Fest Menu cannot be offered until the official start of the Festival which is October 15, 2016. There is no restriction in extending your Chopstick Fest menu post Festival dates but not beyond November 15, 2016.

## 9. Will diners be able to have access to the menu?

The Chopstick Fest menus of the participating restaurants will be available on the Chopstick Fest website prior to the start of the Festival.

Restaurants may not upload or disseminate in any way the Chopstick Fest menu before the start of the Festival without the prior approval of Chopstick Fest.

## 10. How is the pricing set?

The purpose of the Chopstick Fest menu is to provide diners with good value, and to drive repeat business to restaurants after the event. Therefore the price of the Chopstick menu should equate to a 20% discount on a normal spend for a similar meal.

## 11. What is the payment method for Chopstick Fest menu meals?

Diners will pay for their Chopstick Fest meals based on the payment methods selected by the restaurant. Chopstick Fest will not require any mandatory form of payment.

## 12. How do I accept reservations for Chopstick Fest?

Each restaurant will be individually responsible for handling their own reservations for Chopstick Fest.

## 13. What does it cost to be a part of Chopstick Fest?

It doesn't cost anything at all! For Chopstick Fest's inaugural year, restaurants do not need to pay any membership or registration fees. All that we ask is that restaurants provide Chopstick Fest with a minimum of 12 restaurant credits with an equivalent value of either \$18 or \$28 or \$38 for each credit.

## TIPS:

Increase your business: Chopstick Fest offers new marketing opportunities for participating restaurants to attract new and repeat customers





#### 14. Why do I need to provide restaurant credit?

The restaurant credits will be used by Chopstick Fest for the purposes of promoting and marketing your restaurant. The credits will be used by Chopstick Fest photographers, videographers and bloggers to create tailored content that will be released on various mediums before and during the festival to increase your restaurant profile and notoriety.

#### 15. Where can I learn more about Chopstick Fest?

Our website [chopstickfest.com](http://chopstickfest.com) will be updated on a regular basis to provide the latest information and news about the Festival.

Also we will periodically send out emails with specific updates and special information.

#### 16. Who do I contact at Chopstick Fest for further enquiries?

If you have any questions or queries about Chopstick Fest please contact **Mina Chen** at [mina@chopstickfest.com](mailto:mina@chopstickfest.com).





# READY TO BECOME A PARTICIPATING RESTUARANT?

To secure a participating restuarant spot, or are interested in learning more about Chopstick Fest 2016, please contact:

**MINA CHEN**

Business Development and Restaurant Liaison

(778) 239 7383

[mina@chopstickfest.com](mailto:mina@chopstickfest.com)

