



CLIENT

The PEI Fall Flavours Festival

ABOUT THE PROJECT

The PEI Fall Flavours Festival is a five-week culinary celebration that showcases the tastes, the people, and the places of Canada's Food Island. VMG has managed the Festival for almost ten years, starting in 2011. The Festival began as a ten-day event in Charlottetown and has grown into a five-week, award-winning event, featuring over 80 events Island-wide.

As event manager, VMG works closely with many different stakeholders, including Tourism PEI, ACOA, Regional Tourism Associations, restaurants, culinary experiences, sponsors, and private event managers. VMG provides advice and consultation to events as it relates to operations, budgets, and risk management. In 2019, VMG navigated several events through contingency planning for Hurricane Dorian and created a 2020 contingency plan due to COVID-19.

Fall Flavours remains committed to being known in North America for Prince Edward Island's indigenous food and food experiences.

WE APPLIED

- Concept Development
- Branding
- Event Management, including project timelines for many diverse events, creating a five-week calendar of events, and onsite execution.
- Financial Management
- Ticket Management and reconciliation
- Industry Partner and Stakeholder Engagement
- Marketing Campaign Management
- Social Media Management

RESULTS

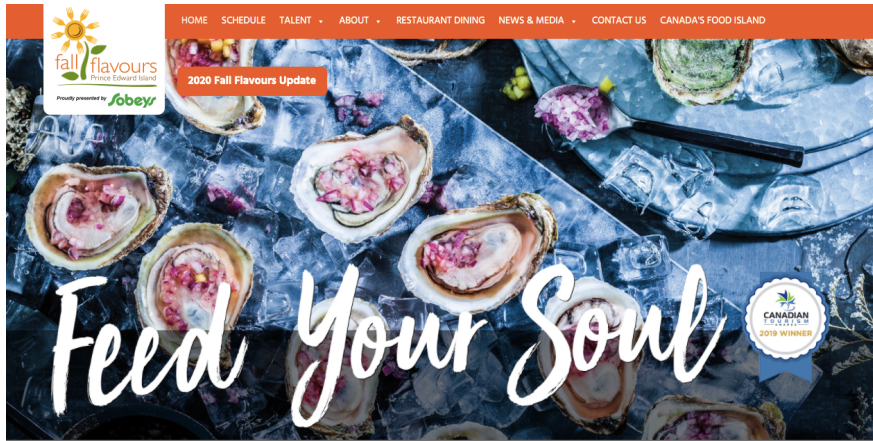
- The Festival now attracts over 16,000 visitors during September, of which 55% is off-Island.
- In 2020, the World Food Tourism Association awarded Fall Flavours a Food Trekking Award for the most innovative Culinary Tourism Pivot for Destinations.
- The Festival was the recipient of the 2019 Culinary Award presented by Canada's Tourism Industry Association (TIAC).
- The Food Festival Community of Interest Project resulted in a Total Earned Media Value (EMV) of \$201,477.11.
- Attendee surveys rate the Fall Flavours very high in terms of quality and experience. In 2019, attendees scored the Festival an average of 4.58 out of 5.

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CAMPAIGN CREATIVE EXAMPLES

Website



2019 Event Schedule



Feed Your Soul
Fall Flavours Culinary Festival
Canada's Food Island
August 30 to October 6

La Feslin acadien avec homard
August 30 - Chef Danny Smith
Time: 5:00 pm
Location: Village Musical Acadia Centre (Corte Exp Festival), 1745 Route 124, Abram Village
Choice of three great locations

Toe Taps & Taters
September 6 - Chef Lynn Crawford
Time: 6:00 pm
Location: Silver Fox Entertainment Complex, 110 Water Street, Summerside

Oysters On The Pier
September 7 - Chef Michael Smith
Time: 6:00 pm
Location: Northport Pier Restaurant, 266 Route 182, Northport

Lobster Party on the Beach
September 8 - Chef Corbin
Time: 3:00 pm
Location: Cedar Dunes Provincial Park, 285 Cedar Dunes Park Road, West Point, PE

Beef N' Blues
September 13 - Chef Michael Smith
Time: 6:00 pm
Location: Silver Fox Entertainment Complex, 110 Water Street, Summerside

Feast and Frolic
September 18 - Chef Michael Smith
Time: 6:00 pm
Location: Charlottetown Event Grounds, 300 Station Street, Charlottetown

PEI International Shellfish Festival
September 20-22 - Chef Lynn Crawford / Chef Michael Smith
Time: 12:00 pm
Location: Charlottetown Event Grounds, 300 Station Street, Charlottetown

Savour Victoria
September 21 - Chef Chuck Hughes
Time: 6:00 pm
Location: All locations meet at the Victoria Playhouse, 20 Howard Street, Victoria
Choice of three great locations

Chuck and Friends
September 22 - Chef Chuck Hughes
Time: 6:00 pm
Location: The Table Culinary Studio, 4295 Grafton Rd., Kensington

The Ultimate Chef's Table
September 28 - Chef Todd Perrie
Time: 6:00 pm
Location: The Riverside, 8025 Route 6, Lot 24

By the Sea, Under the Harvest Moon
September 28 - Chef Antonio Park
Time: 6:00 pm
Location: 3 Station Street, Montserrat

Chef's Island
October 4 - Chef Corbin
Time: 6:00 pm
Location: Delta Prince Edward by Marriott, 18 Queen St., Charlottetown

Harbour Feast
October 5 - Chef Chuck Hughes
Time: 6:00 pm
Location: Pipers Quay, 11 Great George St., Charlottetown

Grilling and Chilling
October 6 - Chef Michael Smith
Time: 4:30 pm
Location: The Inn at Bay Fortune, 758 Route 310, Fortune

Farm Day in the City
October 6
Time: 11:00 am - 3:00 pm
Location: Queen St. (Station to Water) and along Victoria Road, Charlottetown

Restaurant Dining
DON'T MISS OUR RESTAURANT PROGRAM CELEBRATING LOCAL CHEFS AND THEIR CUISINE. Full listing available on our website.

Taste of Coastal Communities
Taste of Coastal Communities is a series of events celebrating the diverse culinary traditions of the coastal communities of Prince Edward Island. Each event features a unique menu inspired by the local ingredients and traditions of the coastal communities.

Taste of Georgetown
September 5
Chef Justin Cournoyer
Time: 6:00 pm
Location: King's Playhouse, 7 West Street, Georgetown

Taste of Tyne Valley
September 12
Chef Ryan Crawford
Time: 6:00 pm
Location: Valley Pearl Oysters, 1207 West 1st Station Road, Tyne Valley

Taste of North Rustico
September 27
Chef Justin Wolfe
Time: 6:00 pm
Location: North Rustico Wharf, North Rustico

An Exclusive Evening at Red Shores with Chef Ned Bell and Andrew Smith
September 11
Time: 6:00 pm
Location: Top of the Park, 58 Kensington Rd., Charlottetown

Culinary Events
Down with Demon Rum
August 30
Location: Kings Playhouse Dedication Hall, 100 Station St., Georgetown

Seaside Sunset Dinner
September 4, 11, 18
Time: 12:00 pm
Location: Wharfedale in Georgetown, 7 West Street, Georgetown

Bruce Guthrie Songwriters' Circle With A Taste Of PEI
September 7
Time: 6:00 pm
Location: Delta Prince Edward by Marriott, 18 Queen Street, Charlottetown

Supreme Of The South Shore
September 14
Time: 6:00 pm
Location: Chippout Community Centre, Chippout

Culinary Adventures
Deep Sea Fishing with on Board BBQ
August 30 - October 6
Location: Tranquility Cove Adventures, 2 Kent Street, Georgetown
Contact: tca.peg@tca.peg.com

HOP(S)I(S)WIRL Tasting Tours
August 30 - October 6
Time: 1:30 pm - 4:30 pm
Location: Island wine Contact: hopswirl@tca.peg.com

Tong & Shuck
August 30 - October 6
Time: 1:30 pm - 4:30 pm
Location: 144 Dockersford Lane, Carleton Place
Contact: tongshuck@tca.peg.com

Reacher's Clam Boil
August 30 - October 6
Time: 1:30 pm - 4:30 pm
Location: 144 Dockersford Lane, Carleton Place
Contact: tongshuck@tca.peg.com

Shellfish Lovers Lunch Tour
August 30 - October 6
Location: Meeting point: Forster's Hall, 6 Prince Street, Charlottetown
Contact: tongshuck@tca.peg.com

Muscul & Lobster Shore Boil
August 30 - October 6
Time: 12:00 pm - 3:00 pm, 5:00 pm - 8:00 pm
Location: 144 Dockersford Lane, Carleton Place
Contact: tongshuck@tca.peg.com

Clammer W Jammin
September 14
Location: Village Musical Acadia, 1745 Route 124, Abram Village

The Great Island Grilled Cheese Challenge
September 15
Time: 12:00 pm
Location: Concession Landing, 2 Great George Street, Charlottetown

Roma Gala Heritage Feast
September 15
Time: 6:00 pm
Location: Roma at Three Rivers National Historic Site of Canada, 520 Roma Road, Montserrat

Boon Appetit
September 18
Time: 6:00 pm
Location: Patis Pizzeria and Enoteca, 40 Queen St., Charlottetown

Lobster Lovers
September 1-30
Time: 5:00 pm
Location: 100 Water Street, Charlottetown
Contact: fodding@tca.peg.com

Savour the Season
September 3
Time: 9:00 am - 1:00 pm
Location: The Table Culinary Studio, 4295 Grafton Rd., Kensington
Contact: reservations@thetable.ca

Under the Sea
September 4
Time: 9:00 am - 1:00 pm
Location: Culinary Institute of Canada, 4 Sydney St., Charlottetown
Contact: culinarypostcamp.com

Farm to Table
September 5, 12, 18, 25
Time: 9:00 am - 1:00 pm
Location: The Table Culinary Studio, 4295 Grafton Rd., Kensington
Contact: reservations@thetable.ca

Bake and Take - Knead Bread!
September 7
Time: 9:00 am - 12:30 pm
Location: Culinary Institute of Canada, 4 Sydney St., Charlottetown
Contact: culinarypostcamp.com

The Table, Tuna & Tasting Tour
September 9-13
Time: three day tour
Location: Various locations across PEI
Contact: hoppewell@tca.peg.com

Scotch Tasting and Cocktail Experience
September 16 & 20
Time: 1:00 pm
Location: Charlottetown, Holman Grand Hotel, 125 Carlton St. (Opp. St. Summerville, College of Piping & Celtic Performing Arts Centre, 619 Water St. E. 1st floor)

The Taste Our Island Roving Feast
September 21
Time: 7:00 pm
Location: Delta Prince Edward by Marriott, 18 Queen St., Charlottetown

PEI Beer Festival
September 27 & 28
Time: Sept. 27 - 4:00 pm, Sept. 28 - 12:00pm & 6:00pm
Location: The Delta Prince Edward, 18 Queen Street, Charlottetown

The Great PEI Bake Off
September 28
Time: 7:30 pm
Location: Memory House Theatre, 1814 PE 2, Hunter River

The Cannery
October 4
Time: 11:00 am
Location: Acadian Systems Processing Plant, 8325 PE-11, Wellington

The Need for Mead
September 10, 24
Time: 9:00 am - 1:30 pm
Location: The Table Culinary Studio, 4295 Grafton Rd., Kensington
Contact: reservations@thetable.ca

Wine, Shine and Brine
September 14
Time: 9:00 am - 1:00 pm
Location: Culinary Institute of Canada, 4 Sydney St., Charlottetown
Contact: culinarypostcamp.com

Island Flavours
September 21
Time: 9:00 am - 4:00 pm
Location: Culinary Institute of Canada, 4 Sydney St., Charlottetown
Contact: culinarypostcamp.com

Munch on Brunch
September 22
Time: 11:00 am - 1:00 pm
Location: Culinary Institute of Canada, 4 Sydney St., Charlottetown
Contact: culinarypostcamp.com

Appetitions
September 27, 30, October 4
Time: 9:00 am - 1:00 pm
Location: The Table Culinary Studio, 4295 Grafton Rd., Kensington
Contact: reservations@thetable.ca

August 30 - October 6

FOR TICKETS & INFORMATION
fallflavours.ca • 1-866-960-9912

#fallflavours
@fallflavours
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DON'T DELAY!
Many events sell out quickly - go to
fallflavours.ca and
get your tickets today!

Celebrity Chefs