



May 2011

“Causley Fresh” Gate to Plate 2011 **THE BARN, GRAFTON SHOWGROUND** **11 SEPTEMBER 2011**

There is nothing bigger on the regional radar than good food, and we invite you to be part of the revolution! Gate to Plate is an annual event celebrating the Clarence Valley's spectacular produce with a sellout degustation luncheon for 300 guests and a Gourmet Food market at the Historic Grafton Show pavilion “the Barn”.

Now in its fourth year, the event is firmly on the must do list of North Coast foodies and is an opportunity for producers to entice the public to try and buy their products for the year ahead. The Gourmet Food market stall concept will be expanded this year with many exciting entertaining events planned to raise the profile of the market and a larger local participation. The village style gourmet food market will feature a large marquee with stall holders being placed around the marquee to create a central area to encourage visitors to sit down and enjoy the event.

The planning is well underway for this year's Gate to Plate 2011. Opportunities for gourmet food stallholders, food related wares and food history wares are now open. By becoming involved early, the opportunities for your business to benefit from exposure will be maximised in the lead up to this much anticipated event.

Get out your diary and make room on the 11 September 2011 for Gate to Plate.



SPECIAL GUEST 2011–Simon Thomsen *Well known Food Critic Simon Thomsen, who has a vast experience in all things foodie (Daily Telegraph food writer, Sydney Morning Herald Good Food Guide Editor and chief critic, Iron chef Judge, Masterchef appearances) has kindly accepted an invitation to speak at the event and take part in the weekend of celebrations. Simon's attendance will raise the profile of the event and present an opportunity for media focus on the Clarence Valley Region in the future. Simon Thomsen will host a celebrity cooking challenge at the market which will provide not only a good laugh but a fantastic opportunity for good media interest stories in the lead up to the event.*



Dirtgirlworld – *Dirt girl from the ABC TV' internationally successful hit children's TV program will be making her very first local public appearance at the Gate to Plate Gourmet Food Market and will be a big draw card for families.*

How can you be involved?

- book a stall at the event

This once a year gathering is a great opportunity for you to sell your produce, meet new and existing customers, test products, and network with other producers and restaurateurs. The cost of hiring a stall site is \$35 (gst inclusive). Bookings are confirmed upon receipt of booking form and payment.

- supply produce for the degustation lunch to show off your product - optional
- Supplying a sample or skill at your stall for the children's treasure hunt – optional but highly recommended)
- Get involved in History week which falls in that week and the theme this year is “EAT” – if you can provide a historical link with your produce or a demonstration we may be able to use your story in the lead up to the event.



The event is managed and organised by The Gallery Foundation, with monies raised going to support the Grafton Regional Gallery.

If you are interested in participating please complete and return the booking form attached or contact:

Judy Hackett mighack@hotmail.net.au 02)66431791 mobile 0407284525

We will be in contact with you over the coming weeks to make sure you have received this information and to discuss your interest.

Kind regards

Lisa Dougherty
Chair – Gate to Plate Committee

Program 2011

FOOD TRAIL – bus trip to the farm gate. Saturday 10 September 2011

Cheese and Wine MASTERCLASS: Saturday 10 September 2011

DEGUSTATION LONG LUNCH: Sunday 11 September 2011

VILLAGE FOOD MARKET: Sunday 11 September 2011

- **CHILDREN'S FOOD MARKET TREASURE HUNT**
- **CELEBRITY COOKING CHALLENGE with Simon Thomsen**
- **"Dirtgirlworld" PERFORMANCE**
- **LIVE MUSIC**