**Taste of Ulster Member Benefits 2021**

**It is no longer a secret that our food and drink are world class with Northern Ireland winning ‘Best Food Destination’ at the International Travel and Tourism Awards 2018. We call our vision ‘Taste the Greatness’ because Northern Ireland is a place of greatness, especially its food, drink and culinary culture. Here are some benefits of becoming a Taste of Ulster member:**

* Inclusion in the 2021 Taste of Ulster Guide which will be distributed in Spring time. Guides are distributed to media, the Guild of Fine Food writers (UK & ROI), placed in airports and tourist information centres in Northern Ireland, places of visitor interest, serviced and non serviced accommodation and at all our events.
* A full page on our interactive mobile friendly website, driving customers directly to your website and social media, with the ability to ring you direct from their mobile and access directions.
* Member news/success stories will be shared across our Twitter and Facebook platforms, which combined has a reach of over 23,000 people, and growing daily. We also have a Food NI/Taste of Ulster, Instagram page which is becoming increasingly popular with our members. With over 2,400 followers, the page is a great way to share content such as photos of your dishes.
* We also have a newsletter which we circulate every fortnight highlighting success stories, key information on upcoming events/ opportunities for the year ahead and any other relevant information for our members.
* Opportunities to have your recipes on our website with full credit to your chef/restaurant.
* You receive a Taste of Ulster plaque to show customers of your commitment to using, sourcing and promoting local produce.( T’s & C’s apply)
* We can help you to make the right connections to progress your business through our networking partnerships e.g. Tourism NI, Local colleges, Hospitality sector, Guild of Fine Food Writers UK and Ireland, and different award bodies.
* We support and organise events to help promote Northern Ireland food and drink, the jewel in the crown being the Food Pavilion at the Balmoral Show where Taste of Ulster member chefs get the opportunity to hosted cookery demos to promote local food served in their restaurants. There is opportunity for your chef to take part in cookery demos at this and other events locally.
* We also have demo kitchens available to hire with discounted rates for members, please contact lucy@nigoodfood.com for booking information.
* Membership also entitles you to an annual mystery dining inspection, which covers customer service and the dining experience. You get a copy of the detailed report which is an excellent staff training tool.
* Members will receive emails about workshops, World Host training, FSA consultations, awards and anything which may be of interest to our members.
* We can also help source new products; work with you on menu writing, offer advice and help on a variety of topics.
* We have two food writers who are able to write and circulate content for industry and consumer press.

Membership starts from as little as £181.50 excluding VAT.

Please feel free to email us if you have any questions at all. We look forward to hearing from you.

**Lucy Rodgers, Taste of Ulster :** **lucy@nigoodfood.com**

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**Food NI Office: (028) 90 249 449**

<http://www.nigoodfood.com/taste-of-ulster/>