

INFORMATION PACK



‘Leicester’s First Food Festival Celebrating Food and Diversity’ Sun 22nd November 2009 – Leicester Market 12.00am – 6.00pm

Leicester City Council is proud to present ‘**Leicester’s First Food Festival – Celebrating Food and Diversity**’ – an exciting multitude of culinary experiences reflecting the city of Leicester, local business, food producers and Leicester’s residents.

The Festival will celebrate and promote all things Leicester and all things food by providing a uniquely diverse range of hot & cold food offers supported by an engaging **Entertainment & Events Programme** that will appeal to the whole family and all of Leicester’s diverse citizens.

DATE & LOCATION:

- This unique one-day spectacular will take place at Leicester Market on **Sunday 22nd November 2009**. The event coincides with the nearby switch on of the Christmas Lights which will be at the Town Hall between 4-5pm.
- There is also a large-scale Christmas Craft Fayre from 10am – 3pm in the city centre vicinity. **This will provide an excellent captive foot-fall and brisk trading conditions.**
- The Sunday 22nd November date is after the popular Diwali celebrations but just before the Christmas rush (*optimum time for securing restaurant bookings, sales & corporate enquiries*)
- Nearby car-parking is subsidised or free on a Sunday

SHOPPING:

Demand for stalls is proving to be very high and we aim to provide a balance of quality food activities at the event.

We are playing host to nearly 200 stalls, ranging from:-

- A huge section wholly dedicated to Asian Cuisine
- Leicester Markets very own world famous Fruit & Veg from the Outdoor Market
- A selection of fish, cheese and fine meats from the Indoor Market
- Other world cuisines: Afro- Caribbean , African , European , etc
- Farmers Market produce – all grown and produced locally
- Local premier restaurants providing samples, recipe ideas & special offers
- Other Fine Food producers from the city and the Leicestershire Region

Each stallholder is carefully selected to provide the perfect blend to authentically represent Leicester. This will provide a commercially profitable day for each operator & a great day’s entertainment for the food connoisseur and novice alike.



ENTERTAINMENT:

There will be a section dedicated to food education, well-being and community. With input from NHS and other local partners.

As well as the opportunity for visitors to shop at the variety of stalls on offer there will be a main Cooking Display & PA Unit situated at the Corn Exchange Square.

Here there will be an **Entertainment & Events Programme** running from 12 – 6 pm which will include:-

- Cook-Offs
- Food Presentations
 - Recipe Ideas
 - Competitions
- Ideas, innovation and education
- Marketing Opportunities

In tandem we are running two high-profile competitions:

“**Leicester on a Plate 2009**” – a dish that best reflects Leicester City

“**Best Kids Healthy Lunchbox 2009**” – a competition for Under 16s

OBJECTIVES:

Leicester Food Festival aims this event to be part of an exciting programme of large scale events to take place at the market. We believe this is not only a unique commercial opportunity but will help sustainable regeneration and forge key partnerships with all Leicester City stakeholders. We believe it is at the heart of the One Leicester Vision for the city.

The Food Festival specific goals are:-

- ❖ To attract a diverse 20,000 people to the festival
- ❖ To attract from a customer base stretching across the whole of the East Midlands
- ❖ To stage an inter-active and engaging festival atmosphere with a mixture of fun and education
- ❖ Capitalise on the massive demand for Food and Markets currently. Camden Market, which has a large food offer, is London's 5th most popular attraction.
- ❖ Expose the Market to potential new shoppers and traders alike helping to meet the Markets commitment to broadening it's diversity
- ❖ Forge real working partnerships with other local authority departments, the NHS , local charities and community groups and local business
- ❖ To support and develop our existing Traders and expose them to new consumer groups
- ❖ To help improve the image of Leicester Market and help position it as a shopping and food destination Midlands wide.

FOR ALL MEDIA & BOOKING ENQUIRIES:

Joe Harkin (Event Manager)

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