

VISA | **!O!**

WELLINGTON ON A PLATE

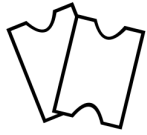
FESTIVAL PARTICIPATION GUIDELINES 2024

BURGER WELLINGTON



Burger Wellington 2023 Winner - *Goan Chicken Ros Pao*, One80 Restaurant

Firstly, thank you to everyone who made 2023 such a success...



82%

Festival Event tickets sold



74,000+

social media followers on our channels



98%

festival goers are likely to return in 2024



256

venues participated across both Festival Editions



18,800+

eNews subscribers with a **44%** average open rate



430,000+

Website visitors across both editions



160+

stories in local, national, and international media reaching **354.6m**



4.4/5

festival goer satisfaction rate



Kia ora festival participants or the festival curious,

Now celebrating our 16th year, Visa Wellington On a Plate continues to evolve and change with the times.

The festival was created in 2009 to support Wellington restaurants through the toughest month of the year. While the festival has grown from 35 participating restaurants to more than 200 in 2023, it's fair to say that many of you are still experiencing really tough times. That's why the original purpose of the festival remains vitally important to us.

As you may have heard, in 2024 Visa Wellington On a Plate will return to one edition and run for the entire month of August. The Festival will include ticketed events, non-ticketed events, and Burger Wellington.

We've also made the decision to simplify the festival, and will be hitting pause on Dine and Cocktail. We're going to take a moment to review both formats to make them work better for everyone. This allows us to go hard on the two most popular platforms of Visa WOAP amongst both consumers and industry - Events and Burger.

We're excited to bring this focus back to the festival for 2024 and want to have a little fun with you through this year's theme too.

Take some time to read through the next few pages which outline the theme and the criteria, and please get in touch if you have any questions.

Cheers and beers,

Beth Brash, Visa Wellington On a Plate Manager

beth@wellingtononaplate.com



2024 Theme - Play With Your Food.

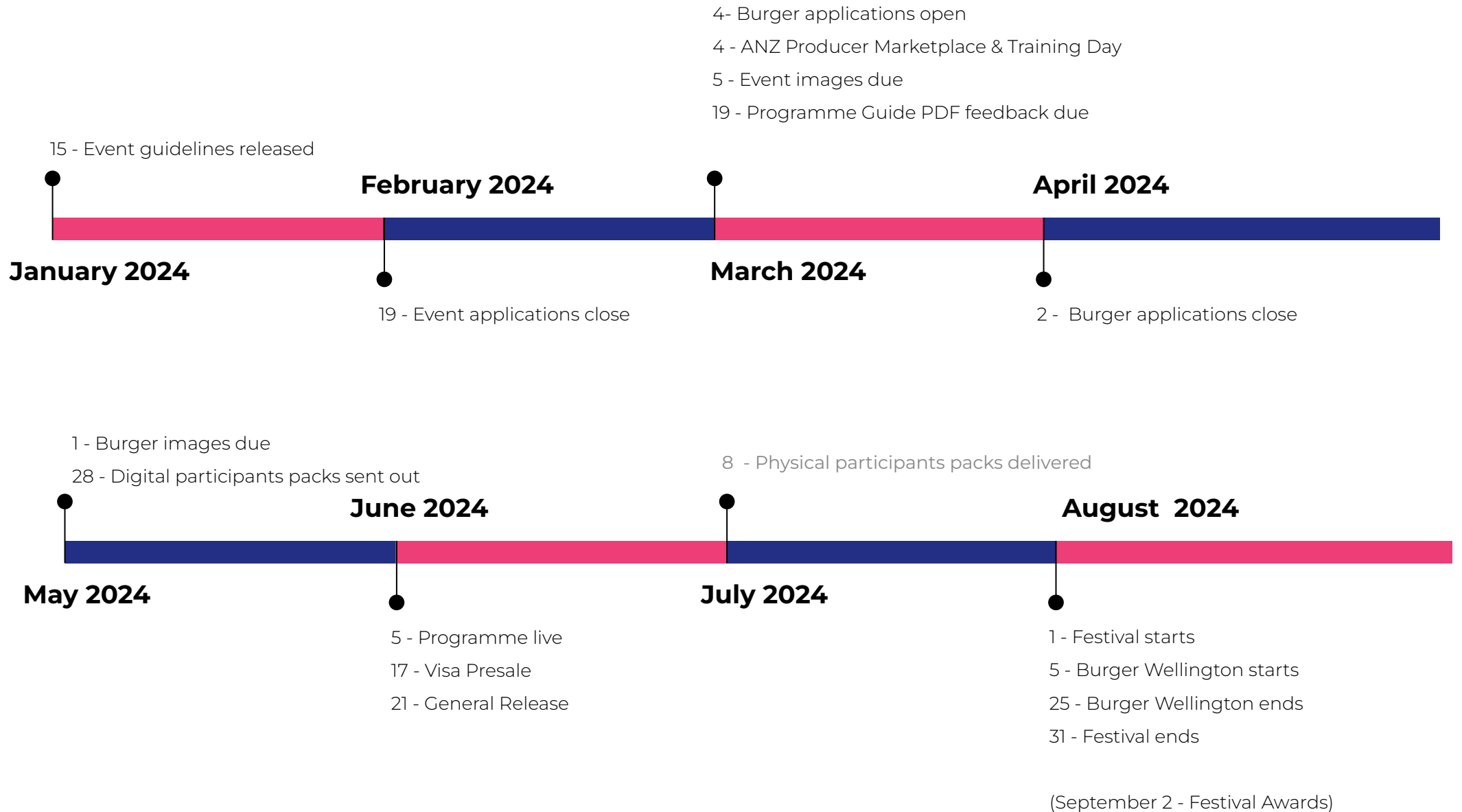


We used to be told to “quit playing with your food”. But this time we’re telling you to do the exact opposite. Food should be fun, so why don’t we have a play. This could be interactive elements, or “surprise and delight” moments.

It could bring a kid-like lens to your burger, or draw inspiration from childhood experiences or food. It could be unexpected cooking methods or serving table side. As always the theme is very much up for interpretation, all we ask is that you just have a little fun.

N.B Please note, we will not accept any events that encourage food waste, non-sustainable practices, or violate tikanga.

Visa Wellington On a Plate key dates.





Burger criteria.

- We strongly encourage use of locally grown ingredients and products made in the Wellington region so include these in your description - and tell us about any housemade or foraged items in your dish!
- **Use of the 2024 Theme “Play With Your Food” is highly encouraged.** We’re looking for a clear use of theme in your burger; think theatrical tableside service, fun elements and inspiration from childhood favourites. Use of theme will be taken into account during the final judging process.
- Your entry must be created exclusively for Visa Wellington On a Plate 2024 and different to your regular offering or previous Visa Wellington On a Plate offerings. This will be audited.
- Your entry must only be available after Burger Wellington dates (starting on Monday 5th August), and can run after the festival. Those selling before Monday 5th August will be disqualified from the public rating process. **You are more than welcome to sell your Burger Wellington after the festival.**
- Your entry should showcase the creativity and innovation of your establishment and generally be of a high standard.
- You are invited to offer a Garage Project beer match for your burger with either the exclusively brewed beer for 2024 or existing Garage Project beers (see page 8 & 9)
- As the beer match sponsor of Burger Wellington, only Garage Project beers may be used as beer matches for Burger Wellington.
- All beer matches used for promotional activity must use one of the nominated Garage Project beers listed in the guidelines (see page 8 & 9).
 - Promotion includes social media activity, website promotion, email marketing and any paid media activity.
- Any participant promoting a beer match with any other beer will be disqualified from the competition.

Burger criteria continued...

- Food trucks/pop up kitchens that are using a venue (such as a bar) as a base during the festival must submit their application as the food truck/pop up kitchen, and will be treated/rated as the food truck/pop up kitchen, not the venue.
- No use or play on words of any major burger chain trademarks - for example 'Mc' or 'MAC', 'Whopper' or 'Zinger'. In the past restaurants have received legal cease and desist letters from major corporations.
- You agree to the Visa Wellington On a Plate 2024 waste minimisation and sustainability requirements:
 - No single use plastics are used as part of your offering
 - Compostable or sustainable packaging is used for any takeaways
- **You must upload a high-resolution image on application and the image must represent the product that you will be serving. This image can be updated at any time.**
- No racist, sexist, misogynistic, offensive names, or swear words in your entry will be accepted. We take a fun but family-friendly approach to names and puns.
- You agree to adhere to the festival values, and ultimately respect the process i.e. meet application deadlines, have clear communication and make payment on time.
- Loyalty card/discount cards may be used at your discretion, but are not encouraged.



Burger Wellington 2023 Third Place - *Fritta Cubana!*, Ernesto's Cocina Cubana

BURGER WELLINGTON MATCHES 2024

VISA | !O!
WELLINGTON ON A PLATE

GARAGE
ARO ST
WELLINGTON
PROJECT

NEW EXCLUSIVE BEER



RED DOG

Red Miso, Rice & Kombu Red IPA 5.7%

| It's your burger's best friend!

What is the perfect burger beer? Juicy malts to compliment chargrilled character, hop bitterness to cut through fat and maybe a touch of umami to elevate the whole experience? Say hi to Red Dog - Red IPA brewed with four malts, red rice, Kohatu, Mosaic and Nelson Sauvignon hops, red miso and kombu. Chewy malt and balanced bitterness, juicy tropical fruit aromatics with a delicate umami twist. It's your burger's best friend!

Slab \$84 ex GST for 24x 330 mL cans | RRP \$13

EXISTING BEERS

BEER



BEER

Pale Lager 4.8%

Slab \$68 ex GST for 24x 330 mL cans | RRP \$11



GOLDEN PATH

Juicy Session Hazy IPA 4%

Slab \$70 ex GST for 24x 330 mL cans | RRP \$11.5



PERNICIOUS WEED

Monster IIPA 8%

Slab \$96 ex GST for 24x 330 mL cans | RRP \$16



CHIPPER

Hazy Pale Ale 5%

Slab \$70 ex GST for 24x 330 mL cans | RRP \$11.5



HĀPI DAZE

Pacific Pale Ale 4.6%

Slab \$68 ex GST for 24x 330 mL cans | RRP \$11



TREEHUGGER

NZ Pilsner 4%

Slab \$70 ex GST for 24x 330 mL cans | RRP \$11.5



GARAGISTA

Finely Tuned IPA 5.8%

Slab \$78 ex GST for 24x 330 mL cans | RRP \$13



LIQUID REFRESHMENT

Kiwi Hopped NZ IPA 5.6%

Slab \$78 ex GST for 24x 330 mL cans | RRP \$13



GOOD SHOUT

Hoppy Ultra Low Carb 4%

Slab \$68 ex GST for 24x 330 mL cans | RRP \$11



CEREAL MILK STOUT

Breakfast of Champions 4.7%

Slab \$76 ex GST for 24x 330 mL cans | RRP \$13



ARO NOIR

Stout 7%

Slab \$85 ex GST for 24x 330 mL cans | RRP \$14



RASPBERRY YUZU

Brewed Alcoholic Seltzer 4.5%

Slab \$66 ex GST for 24x 330 mL can | RRP \$10

EXISTING BEERS CONTINUED



ELECTRIC DRY HOP ACID TEST

Dry Hopped Kettle Sour 4.2%

Slab \$70 ex GST for 24x 330 mL cans | RRP \$11.5



WHITE MISCHIEF

Salted White Peach Sour 2.9%

Slab \$75 ex GST for 24x 330 mL cans | RRP \$12



FUGAZI

Hoppy Session Ale 2.2%

Slab \$56 ex GST for 24x 330 mL cans | RRP \$9



TINY

Non-alc Hazy IPA <0.5%

Slab \$56 ex GST for 24x 330 mL cans | RRP \$9



TINY XPA

Non-alc XPA <0.5%

Slab \$56 ex GST for 24x 330 mL cans | RRP \$9

MORE INFORMATION

As a participant in Burger Wellington you are invited to offer a Garage Project beer match for your burger with an exclusive Burger Wellington beer, or existing beer from the Garage Project range.

The new Burger Wellington match is created especially for the festival, and will be available only to participating restaurants during the festival period. As this is a new, unannounced beer, we ask that you please treat it as confidential.

The Burger Wellington beer is a great draw card for customers, customers who choose to match with the new beers see an average 25% more sales than those matching with existing beers. By choosing to match a Garage Project beer with your burger you will also have increased visibility on the website through the filter function, which allows people to search for burgers by beer match, and will receive additional POS for you restaurant.

As the sponsor of Burger Wellington, only the beers listed here can be promoted as your Burger Wellington beer match.

PRIZE INFO

FIRST PRIZE

- \$700 value Garage Project stock (approximately \$2000 in retail value)
- A custom Garage Project brew

Burger Fees.

You will only be charged on acceptance to the Visa Wellington On a Plate 2024 programme, which will be notified on (or around) 16 April 2024.

Fees must be paid by 23 April for Burger Wellington. **You will be charged the full fee for cancellations after this date.** Failure to pay fees will result in your application being declined and removed from the website.

If you'd like to discuss options for payment, please email applications@wellingtononaplate.com

This fee plus the voucher on the following page is the total fee to participate, no commission is ever taken.

	CAPACITY	COST (ex GST)
Burger Wellington	1-29	\$500
	30-49	\$750
	50-79	\$1,000
	80+	\$1,250
Takeaway Only venues	/	\$750

Vouchers.

All Burger Wellington participants are required to accept a Visa Wellington On a Plate dining voucher up to the value of four times an offering (e.g. 4 x burger) up to a maximum value of \$100, to be used during the festival; or a \$100 voucher created by the festival organisers for your establishment to be used at anytime up until 30 July 2025.

- 1 The voucher will be produced by the festival organisers and will include a customised number and embossed sticker to ensure legitimacy
- 2 **We do not reimburse you after the voucher has been redeemed; this is required as part of your participation**
- 3 Only one voucher will be issued per establishment participating in Burger Wellington
- 4 We use these for publicity and auditing purposes e.g. media hosting, influencer and partner marketing, and social media competitions.



2024 Festival Awards.

The Visa Wellington On a Plate Festival Awards will take place on Monday 2 September.

This will be a chance for us all to celebrate a successful festival and raise a glass to the winners.

Awards will be given for:

Best Use of Theme - Burger
Best Use of Theme - Event

Most Innovative - Burger
Most Innovative - Event

3rd Place - Burger Wellington
2nd Place - Burger Wellington
Winner of Burger Wellington

Judging Process:

The winner of Best Use of Theme and Most Innovative is selected by a judging panel. The winner of Burger Wellington will be selected through a public ratings process (public can score the Burger out of 10 on the website), with the top 5 highest rated entries subject to a judging process. We then send out five judges to the five finalists. The judging criteria covers **Taste, Presentation, Ingredients, Theme and Innovation.**

Please note this is not a popularity contest whereby the most votes wins. The rating process is out of 10 and reflects quality and experiences of entries. We carefully audit all ratings for fraudulent behaviour (such as rating low competitors, or staff self rating) and will actively exclude entries from the competition if we see this occurring.



How to apply.

All applications are made through the application portal www.admin.visawoap.com/dashboard.

There are different forms for each type of application.

Subscribe to our [Industry Newsletter](#). This is how we communicate everything you need to know throughout the year.

New to Visa WOAP?

Please create a [login](#) for the dashboard.

2023 participants or those with existing accounts, use the account details connected to your venue. Reset your password if you have forgotten it, and please do not create a new venue or account.

Application Checklist

- Created a catchy name for your Burger Wellington entry
- Written a description of your offering, including the inspiration and its relevance to the festival theme
- Included all of the locally produced/housemade ingredients in your description
- Supplied a high-quality photographic image with your application
- Priced your offering
- Note the ability to accommodate dietary restrictions
- Saved and submitted your application once complete
- Calculated estimated fees and are ready to pay this on acceptance to the programme - notified 16 April for Burger
- Noted the key dates and have a plan to supply any outstanding information before the cut off
- Planned any of your own promotion or marketing activity and noted this must be approved by the Visa Wellington On a Plate team
- Communicated with your team your plans for Visa Wellington On a Plate 2024

Cancellation and change policies.



Burger Wellington



**Before 11.59pm,
13 April 2024**

Cancellation of Participation will incur no charge

**From 12am,
14 April 2024**

You will be charged a \$100 admin fee

**From 12am,
23 April 2024**

You will be charged the full participation fee

**From 12am,
5 June 2024**

You will be charged the full participation fee, and

The participant/organiser is held accountable for the following actions:

- Informing any customers holding bookings for any offer that the offer is now not available
- Providing the Visa Wellington On a Plate team with written confirmation that all bookings held have been contacted and deferred
- Any complaints received by the Visa Wellington On a Plate team relating to the participant/organiser not fulfilling customer bookings will be directed back to the organiser
- Failure to pay fees or make contact with any customer holding bookings for a withdrawn offer, will result in the participant being denied participation in Visa Wellington On a Plate in future years

**Any major
application
changes after
5 June 2024**

Changes will be permitted at the discretion of the Visa Wellington On a Plate team:

- Informing any customers holding bookings for any offer that the offer has changed
- a \$50 administration fee will be charged

How to create a burger that gets noticed.

If you want to stand out and get covered in the media, here's some food for thought from our PR guru on how to make your burger offering stand out:

- **Is it new or different?**

Are you doing something new that no one has seen or done in New Zealand before? It could be a tech-infused culinary creation, a new culinary technique, product.

- **Is there a newsworthy trend or current event angle?**

Are you doing something that celebrates an event or trend that will be topical in August? Perhaps you're inspired by the the Dr Who exhibition at Tākina, or you're doing winter right by embracing the new culinary wellness trend.

- **Does it look good on camera?**

Good visuals not only important for the 'Gram, they're key to getting on primetime TV. Producers want to understand how it will look on screen, this might include the process/making, shots inside and outside your venue.

- **Is there a human interest or bizarre element?**

Will it make us smile, laugh or gasp? Heart-warming and quirky stories tend to get cut through... so do well-known personalities, cute animals, charities, and children .

- **Is it extreme?**

Media love a superlative. Is it the biggest, smallest, saltiest, sweetest, oldest, or most expensive? is it 100% vegan or full on meaty, going all out in one direction will help you stand out.

- **Is it sustainable or charitable?**

Zero waste, clean and green, 100% reusable and recyclable, does it support a cause or benefit others?

- **Is it more than a food story?**

Does it link to art, tech, film, music or tell a wider business story that could appeal to different media outlets?

- **Is it uniquely Wellington (or undeniably Kiwi)?**

We are Visa Wellington On a Plate after all, and this is our time to shine nationally and internationally as New Zealand's culinary AND creative capital.

- **Is there a cultural element?**

We are Aotearoa's capital city and our diverse cultures and communities are something to be celebrated and explored.

Festival Partners.

Visa Wellington On a Plate is brought to you by a small team at Wellington Culinary Events Trust (WCET), a not-for-profit trust established in 2014 to promote the Wellington region as the culinary capital of New Zealand. Wellington is the only city in New Zealand to have an organisation dedicated to promoting the food and beverage of its region.

Principal funding and support for Visa Wellington On a Plate is provided by WellingtonNZ (Wellington Regional Economic Development Agency), Wellington City Council and Visa, who have sponsored the festival since 2010.

The festival is made possible through the generous support of many committed sponsors and partners:



DELIVERY PARTNERS



CHARITY PARTNERS

