



SCOFF
2022 PARTICIPANT
INFORMATION



SCOFF

**SOUTH CANTERBURY
OUTSTANDING
FOOD FESTIVAL**

SCOFF 2022 OUTLINE

About SCOFF

The South Canterbury Outstanding Food Festival (SCOFF) is in its third year. During the festival period, participating eateries create a 'SCOFF special' menu item that celebrates South Canterbury produce. Diners that order the SCOFF special can win fantastic prizes.

SCOFF has been a great success, eateries report being really busy and social media gets flooded with people 'scoffing'. The majority of participating eateries report an increase in foot traffic, new customers and sales, based on our post-event surveys.

SCOFF is an initiative of Venture Timaru, and is supported by the Regional Events Fund (REF), Waimate District Council and Mackenzie NZ.

What's new for SCOFF 2022

We've extended the festival period from 10 to 15 days, based on overwhelming feedback from participating eateries and the general scoffing public. Plus, this year a mystery celebrity event ambassador will award three prizes to participating eateries selected for their creative use of South Canterbury products.

Benefits for participants

We work hard before, during and after the festival to help raise the profile of our outstanding food and eateries in South Canterbury.

There is no cost to enter as a participating eatery, and the benefits include:

- Free listing and business profile on the festival website – scoffsc.nz
- Free marketing via our print and digital channels
- Free customised marketing collateral
- Free professional photography for your SCOFF special

Be part of the celebration, create and serve your SCOFF special and let us take care of the rest.

Entry criteria

We want your SCOFF special to celebrate South Canterbury's outstanding food. Collaboration with local producers and growers helps us tell the local food story.

- Your business must be based in South Canterbury – Timaru, Mackenzie or Waimate districts.
- You must have at least one clearly identified South Canterbury produced ingredient as part of your SCOFF special, and the more you use the better!
- You can create any type of menu item; a drink, a main meal, morning or afternoon tea, or create a mini-event and we can help publicise it i.e. a cooking workshop, a tasting event, or a SCOFF themed breakfast, lunch or dinner.



SCOFF 2022 TIMELINE

PRELAUNCH – UNTIL 14 AUGUST

- Register for SCOFF by emailing kate@venturetimaru.nz before August 14.
- You don't have to know what your SCOFF special is at this stage.
- We'll create your listing on scoffsc.nz.
- Pre-launch advertising starts in print and digital billboards.

LAUNCH – AUGUST 15

- Print and digital campaigns begin.
- We'll distribute product lists from local suppliers to you.
- Confirm your SCOFF special – **the sooner we know the more we can promote it.**
- We'll arrange a time to send a photographer to your business to photograph the mocked up dish and the chef that created it.

PRE-EVENT – SEPTEMBER 1

- We'll deliver your printed collateral – customised table talkers and posters.
- We'll randomly distribute some goody bags & SCOFF recipe books you can give away to promote your business and the event.

FESTIVAL IS LIVE!!!!!! – SEPTEMBER 16 – 30

- Please share our posts, tag us @scoffsc and use #scoffsc in your social media.
- Mystery celebrity ambassador will visit eateries they select.
- Encourage customers that order your SCOFF special to upload an image to Facebook or Instagram with #scoffsc, or email their image to kate@venturetimaru.nz.

POST FESTIVAL

- A post-event survey will be emailed for you to complete.