



## **Membership Information Retail**

# **SAVOUR Muskoka**

## **Our Achievements**

SAVOUR Muskoka is bringing together area restaurants, bakeries, caterers primary producers, microprocessors, retailers and accommodation to promote the region as a dynamic culinary tourism destination. By working together revenues for all Members can be increased.

A Board of Directors has been formed with strong community leaders representing Muskoka Farm Fresh, Muskoka Soil & Crop Association, Muskoka District Chefs Association, Muskoka Parry Sound Beekeepers Association along with Deerhurst Resort, TABOO, Delta Muskoka Resorts, Riverwalk Fine Dining, Johnston's Cranberry Marsh, Brooklands Farm, Poppa Jim's Honey and Muskoka Roastery.

## **Highlights to date:**

- The SAVOUR Muskoka logo appears on area restaurant menus indicating which items are made with regional product.
- You will see SAVOUR Muskoka Members promoted at Flavours of Muskoka taking place in June 2010 at the JW Marriot, Roseau
- The yearly SAVOUR Muskoka Culinary Map is developed with 30,000 copies distributed provincially & locally.
- [www.savourmuskoka.ca](http://www.savourmuskoka.ca) is now live so visitors can find information on culinary events, locations featuring local food and drink products, as well as farms offering fresh produce for sale.
- SAVOUR Muskoka logo is found on items at area Farmers' Markets and retail locations to easily identify regional product.
- The Muskoka region is designated as a Culinary Tourism Destination by the Ontario Culinary Tourism Association.
- Local farmers, chefs and culinary artisans are being featured on local television as part of the SAVOUR Muskoka regional television series.
- WHERE Muskoka magazine feature article on SAVOUR Muskoka.
- SAVOUR Muskoka current has 100 member properties that promote and use Muskoka made products.
- Promotion of SAVOUR Muskoka at various media events throughout the summer (check website for details)
- SAVOUR Muskoka adds value through cost recovery events and the use of the SAVOUR Market bag.

## **Next step – is to get YOU involved!**

SAVOUR Muskoka offers different levels of participation designed to complement each other so that all Members benefit. *Gold Fork* is a value packed Membership level available to any local businesses operator that wants to promote their location to the culinary tourist market as well as to fellow Members. By collectively offering unique regional culinary experiences all Members can benefit from increased exposure to the visitor/cottage market.

### **Retail Membership**

How does my business benefit from **Retail SAVOUR Membership?**

- Locate local product ingredients easily.
- Market your venue directly to the culinary tourist.
- Exposure to national and international media.
- Easy communication with potential customers.
- Easy update of your own online information.
- Access to research on culinary tourism revenue opportunities.
- Password access to your web statistics so that you can measure the success of your promotions to consumers.
- Networking for business and advocacy opportunities.
- Save money with access to cooperative marketing initiatives.

### **What do I get as a Retail SAVOUR Member:**

- Listing in the Membership directory (on line or hard copy).
- Enhanced web listing on the public view portion of the website.
- Links to your website and/or email address.
- Optional Aluminum sign additional \$40.00.
- Optional Coroplast sign additional \$37.00.
- Newsletter with latest SAVOUR Muskoka and culinary tourism updates.
- Use of SAVOUR Muskoka logo on your stationary, packaging.
- Basic Muskoka Tourism Membership.

### **How do I qualify to be a Retail SAVOUR Member?**

- Have some focus on regional culinary tourism.
- Must feature SAVOUR Muskoka food products market such.
- Business must be located within the six municipalities that make up the District of Muskoka, plus Parry Sound.
- A portion of the workers employed production must be residents of the District of Muskoka and Parry Sound.
- Must actively promote fellow Members and their products.
- Must have regular posted business hours.

**Annual Membership Fee:** \$75.00 plus GST

## General Information

### Our Vision:

To provide the consumer with a wide selection of regional culinary products, experiences and packages that are unique to Muskoka and that can be marketed successfully to the visitor market.

### Mission:

Our Mission is to facilitate the successful development of the Muskoka region as a dynamic culinary tourism destination, by promoting all sectors of the economy with an interest in local food and drink.

### Goals:

- To increase revenue for all stakeholders, particularly in the shoulder seasons through the development of a recognizable culinary product.
- To improve cross promotion of regional culinary offerings.
- To market products and services from the Muskoka/Parry Sound region both locally and to the visitor market.
- To provide culinary tourism educational and support services to the partners of Savour Muskoka.
- To improve communication between growers, microprocessors, accommodation stakeholders, restaurants, chefs and the retail sector.
- To be a self-sustaining non-government organization.
- To have a current ongoing inventory of locally grown/made products.

### Executive Members of the Board of Directors:

Ken Inglis, Owner, Chair  
Springhill Fresh Water Company  
705-789-8700

Katya Riley, Owner, Vice Chair  
Brooklands Farm  
705-764-1695

Dave Kealey, Chef, Secretary  
Cedar Groove Lodge  
705-789-4036

Jack Hay, Owner, Treasurer  
Moonbay Shiitake  
705-375-0978

### For more Membership information contact of the following:

James Murphy, General Manager  
SAVOUR Muskoka

Phone: 705.646.7118  
Fax: 705.646.7119

[info@savourmuskoka.com](mailto:info@savourmuskoka.com)

[www.savourmuskoka.com](http://www.savourmuskoka.com)



## 2010 SAVOUR Muskoka Annual Membership

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Annual Membership Level	Price
Retail Membership	\$75.00
5% GST	
Total	

**Membership must be paid in full by cheque or cash.**

Print Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

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**Cheques must be made payable to SAVOUR Muskoka.  
Completed cheques can be sent to the attention of James Murphy.  
111 Manitoba Street, Bracebridge, ON. P1L 2B6**