



GOING LOCAL

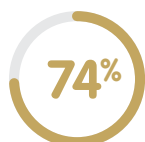
The Buy West Eat Best program is a response to consumer demand for locally produced food and beverages. It is a brand that consumers trust and look for, a rally call they respond to.

Food Service and Hospitality members are celebrated for being champions of WA grown ingredients.

Buy West Eat Best membership enables you to reinforce your commitment to local provenance, while being aligned with a brand that represents integrity, trust and fresh, local produce.

Membership also provides opportunities to leverage Buy West Eat Best's calendar of advertising, public relations, social media and trade marketing events.

It's a good choice.



unprompted awareness of the BWEB brand



of WA consumers agree BWEB products are of a high quality



of WA consumers are passionate about Buy West Eat Best

Painted Dog Research, April 2020

Why join?

Buy West Eat Best as a brand supports West Australian food and beverage industries. Our members receive a number of benefits, including*:

- Licence to use the Buy West Eat Best logo for application on menus, packaging, uniforms and promotional material
- Being part of a statewide program synonymous with passion, quality and integrity
- Certificate of membership and front door sticker pointing to program involvement
- Reduced rate for advertising features
- Leverage industry-wide network of businesses and be involved in dedicated food service and hospitality campaigns and marketing activities driven through Buy West Eat Best
- Take advantage of collective marketing and joint venture opportunities such as advertising, events and more
- Increase your profile by participating in Buy West Eat Best consumer driven promotional activity
- Receive opportunities to meet and visit producers (chef tours)
- Promotional support via Buy West Eat Best's growing online community of 25,000+ followers

**May involve co-investment.*

Membership Criteria

Western Australian businesses that display the Buy West Eat Best logo have to meet certain criteria that ensures quality standards of local content and integrity.

Participating restaurants must commit to ensuring 70% of entrée and main meals on the menu have WA produce as the main characterising ingredient.

You must comply with the current Australia New Zealand Food Standards Code.

Sign me up!

Join an engaged community of food and beverage businesses who share a passion for producing and selling the best quality local food possible! Simply complete the application form at www.buywesteatbest.org.au

An annual fee of \$316.80 + GST is charged to cover administrative costs.

For more information, contact:

Buy West Eat Best hotline: 1800 132 422
or **email:** feedback@buywesteatbest.wa.gov.au

Buy West Eat Best was formed in 2008 and is administered by the Department of Primary Industries and Regional Development, Western Australia. Members represent growers, producers, retailers, associations, restaurants and food services from across the supply chain. For a full list of members, go to www.buywesteatbest.org.au

Please turn over

BUY WEST EAT BEST FOOD SERVICE & HOSPITALITY MEMBERSHIP APPLICATION



Department of
Primary Industries and
Regional Development

Part 1: Contact details

Registered company name: _____

Trading name: _____ ABN/ACN: _____

Postal address: _____

Street address: _____

Website: _____

Chef: _____

Social media handles: _____

Contact 1

Contact 2

Name: _____ Name: _____

Position: _____ Position: _____

Phone: _____ Phone: _____

Email: _____ Email: _____

Part 2: Company and product details

Please tick if your restaurant meets the following criteria:

Restaurant:

70% or more of the dishes on your main and entrée menu must feature the main characterising ingredient as grown, farmed or fished in Western Australia (submit most recent menu with application identifying local supplier/brand)

Food Safety

- Businesses must be compliant with the current Australia New Zealand Food Standards Code, ensuring the production of safe food.
- Such entities should have a food safety supervisor or equivalent appropriately trained in safe food handling practices.
- Evidence such as copies of certification/reports must be provided with the application (e.g. Food Act 2008 registration, Food Safety certificates, inspection report from Local Government etc.)
- Definition of 'characterising ingredients' as determined by the Australia New Zealand Food Standard Code.

It is the responsibility of the company to ensure that the product meets all legislated food safety and business requirements.

Part 3: Return completed form

Return completed form with supporting documents via email feedback@buywesteatbest.wa.gov.au or by post:

Department of Primary Industries and Regional Development

Attn: Buy West Eat Best

Locked Bag 4

BENTLEY DELIVERY CENTRE WA 6983

Free Hotline: 1800 132 422 Fax: (08) 9367 7389

Email: feedback@buywesteatbest.wa.gov.au

If your application is successful the Department of Primary Industries and Regional Development will send you a trademark licence agreement to sign, together with a tax invoice for annual membership.