



Mornington Peninsula gourmet

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Media Fact Sheet

BACKGROUND:

MPGourmet is a food network established in November 2000. As a local tourism association based on the Mornington Peninsula, MPGourmet is a member of the Mornington Peninsula Tourism Board, with representation on the Destination Mornington Peninsula Regional Campaign Committee.

Managed by a volunteer Committee, MPGourmet has worked hard to formulate strategic and marketing goals that are relevant to their members. Now in their second review of this Strategic direction, gourmet food on the Mornington Peninsula is definitely "on the map".

MEMBERSHIP:

Membership of more than 100 businesses (as at March 2007) and growing includes: primary food production & farm gate sales manufacturing, gourmet kitchens, and retail outlets, cafes and restaurants (including Chef's Hat recipients), accommodation; bed & breakfast, guest house, motel and vineyard, cellar door operators, attractions, function centres, tour operators, media outlets, marketing services and food writers. Members range from those in large scale production and export through to boutique micro businesses.



ACTIVITIES:

Member networking nights – quarterly Seasonal Tables – held at local restaurants with guest speakers and regional produce tastings are attended by 70-100 members & friends of MPGourmet. The publication of a Regional Food Map is now in its 2nd edition, and the MPGourmet Website is an invaluable tool for visitors and members alike. The MPGourmet logo is used to identify members products throughout the region and for signage on member properties

The development of a comprehensive Image library has proved invaluable for promotion and the media. MPGourmet is active at local events across the region, and is involved with other local tourism association events eg the Winter Wine Weekend, Red Hill Long Lunch, Golf Writers Dinner for the Australian Golf Open.

Members receive quarterly Newsletter and email updates to keep them informed and in touch.



EVENTS:

In 2005 MPGourmet initiated "Harvest To Table"; a signature, regional food event for the March Labour Day long weekend. The program took place at more than 20 locations over four days and included everything from markets to workshops to meals and included activities for children. The publicity generated and the feedback from both public and members has been extremely positive and it is now an annual, regional event.

The Winter Indulgence program that includes a traveling farmers Market at cellar doors was introduced in 2006 along with the biannual MPGourmet Awards celebrating the best gourmet experiences throughout the region. The development of the Chef's Spring table and the MPGourmet Pantry Cook Off in 2007 adds another delicious dimension to the Mornington Peninsula calendar.



Contact Details...

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MPGourmet ~ working together to create quality regional food experiences