



FLAVOURS
OF PLENTY

FESTIVAL

FESTIVAL GUIDELINES & CRITERIA

FOR FESTIVAL PARTNERS 2027

TABLE OF CONTENTS

>	About the festival	2
>	2026 festival results	3
>	Festival theme	4
>	Bring a culinary guest to your event	4
>	Why run an event	5
>	Key dates	6
>	Submitting an event	7
>	Event pricing & fees	9
>	Event FAQs	10
>	Festival challenges	11
>	Pies of Plenty Challenge	11
>	Battle of the Snack	12

ABOUT FLAVOURS OF PLENTY FESTIVAL

Flavours of Plenty Festival is the centrepiece of the Horticultural Provenance strategy developed by Tourism Bay of Plenty. We've been celebrating our people, place, produce and plates and since 2021 and have been growing the Coastal Bay of Plenty's reputation as a regional food destination.

The festival unites local food enthusiasts along the supply chain to celebrate and highlight our abundant local produce, culinary talent, and regional foodie identity.

**Next year's festival will run from
Thursday 11 March to Sunday 21 March 2027.**

The festival spans the Coastal Bay of Plenty, from Waihi Beach to Ōhope, and features a diverse lineup of events that celebrate our region's culinary identity. It's a chance to shine a spotlight on our local restaurateurs, producers, and chefs who help define the Bay's vibrant hospitality scene.

WAYS TO GET INVOLVED

- > Host a festival event as part of the official programme.**
- > Join the Pies of Plenty Challenge and compete for the Public and Judge's Choice Award.**
- > Submit your application to take part in the Battle of the Snack as a mentee chef.**



MISSION

Catalysing opportunities and connections within our community to deliver a programme of foodie events that are distinctive to our region and create further longer term positive impacts.

VISION

To establish the Coastal Bay of Plenty as a respected food destination that that offers more opportunities for one of a kind foodie experiences than in any other region in Aotearoa New Zealand.

We're here to support you every step of the way and if you need anything, or have a burning question - please get in touch at info@fopfestival.com.

2026 FESTIVAL RESULTS



150+
event contributors



\$227k
ticket revenue
(for local businesses)



2,100+
tickets sold



51
total events



3,800+
attendees



15%
out-of-region
attendees



82.3%/17.4%
female/male



37.3%
between 46-60 years



\$660k+
estimated advertising value
(EAV)



46M+
potential
reach



55+
print & online
features



784k+
impressions through
social media



11
media & content
creator famils



11.9k+
social media
followers
(4k new followers)



12.2k+
e-newsletter
subscribers



45k+
website users



84%
attendee
satisfaction
(are satisfied with
their experience)



89%
attendees will
likely attend
next year



94%
event organisers
would run a festival
event again



88%
event organisers
reached a new
audience

FESTIVAL THEME

KIWIANA REIMAGINED

In 2027, we're celebrating the flavours, traditions and stories that make New Zealand unique. From iconic Kiwi classics reimagined to regional specialties and local produce, this year's festival invites chefs, growers and producers to put their own spin on modern Kiwiana.

We encourage event partners to celebrate Aotearoa through a Coastal Bay of Plenty lens — whether that's heroing seasonal ingredients, honouring food traditions, collaborating with local producers, or giving beloved Kiwi favourites a fresh twist.

BRING A CULINARY GUEST TO YOUR EVENT

Thanks to our exclusive airline partner, Air New Zealand, and the support of our accommodation partners Tasman Holiday Parks, Quest Mount Maunganui and Trinity Wharf, we're looking to help one or more festival events bring an exciting culinary guest to the Bay of Plenty.

We'll provide return Air New Zealand flights for your guest on the Air New Zealand network, along with accommodation.

Find more information, including deadlines for expressions of interest, in the Partner Hub: flavoursofplentyfestival.com/event-host-information/

WHY RUN AN EVENT?

-  **Access to professional marketing support**
You'll have access to our marketing reach and our marketing team will gear you up with our festival toolkit.
-  **Free event support**
The festival team is there to support you every step of the way.
-  **Local and nationwide media coverage**
This year's festival had an earned media coverage of over \$660k.
-  **Centralised event ticketing platform**
The festival team will manage all aspects of ticketing and you'll be given your own access to a dashboard to track ticket sales.
-  **You'll have the backing of the Flavours of Plenty Festival brand**
Fresh off its fifth successful year, our award-winning festival has established itself as a trusted and reputable brand, and we're now preparing for our sixth edition in 2027.
-  **Use the festival as a testing pad**
This is your opportunity to get creative and test out new event ideas for your business while also getting the support and backing of the festival brand.
-  **The chance to be a part of the Bay of Plenty's growing food story!**
Our region is special, and you're part of the reason why!

KEY DATES

Please take note of the festival's key dates and deadlines as they are integral in making sure we can roll-out the festival on-time.



SUBMITTING AN EVENT

Before submitting your event, make sure to think about the following:

Festival-specific events

Your event must be created specifically for Flavours of Plenty and should offer something new, exclusive or significantly different from your usual offering. Standard menus, regular dining experiences or events you already run year-round are unlikely to be accepted. If building on an existing concept, it must be reimagined in a way that clearly aligns with the festival theme and hero local produce.

On theme events

How will your event embody the festival theme? See page 2.

Focus on experiences

We've learnt that customers love to have any experiential element to foodie events, whether it be getting hands on, incorporating storytelling, meeting the maker, and so on.

Think outside of the box!

This is your chance to do something different. Think bold, playful, unexpected or immersive. The more memorable and original your concept, the stronger it will be.

Is it sustainable?

Have you thought about your food waste and recycling for the event? Could you work with a local food rescue provider?

Is it newsworthy?

Strong festival events help drive media coverage. Ask yourself: what makes your event worth talking about? Unique concepts, collaborations, unusual ingredients, current food trends, or one-off experiences are far more likely to attract attention.

Is there a cultural element?

The Bay of Plenty has a rich cultural identity, consider incorporating indigenous ingredients, traditional techniques, or collaborating with local iwi or marae. Be sure to engage respectfully and seek appropriate permissions where needed. We are happy to help if you need support around this.

SUBMITTING AN EVENT

Before submitting your event, please make sure you have the following:

- ☐ **Event name**
Give your event a punchy name that will draw attention to potential ticket buyers!
- ☐ **Preferred event dates and times**
- ☐ **Event price**
We will also need to know what's included in the ticket price, as well as a correct bank account for depositing ticket funds into.
- ☐ **Event capacity**
- ☐ **Event age requirements**
- ☐ **Health & safety information**
- ☐ **Dietaries**
Please be very specific about what dietary requirements you can cater for.
- ☐ **Event description**
Explain what the event is and what attendees can expect at your event, please include as much information as possible.
- ☐ **Marketing blurb (80 words)**
We will use this to promote your event across the festival website and programme.
- ☐ **High-resolution image**
Your event needs to stand out. Please ensure your image is bright, colourful, and high-resolution (at least 1MB). Please do not submit an image that has copy or artwork on it. Feel free to submit multiple images and we can choose the best one.

Event submissions open Friday 18 September 2026.

EVENT PRICING & FEES

As part of your participation in the Flavours of Plenty Festival, a 7.5% fee per ticket will be deducted to cover ticketing and marketing costs. This is not for profit but will go towards promoting, supporting and sustaining the festival.

Please factor this fee into your advertised ticket price.



YOUR TICKET PRICE

Calculations should include the 7.5% fee that will support the festival. This fee will be deducted from your final ticket take so therefore please consider this when you price your festival event.

EVENTFINDA STBF

The platform adds a STBF (standard booking fee). This fee is added on top and directed to the customer to pay at the time of purchase. This does not affect your calculations.

TOTAL CUSTOMER PURCHASE

The customer will see two costs - your event ticket price (which encompasses the 7.5%) and the platform booking fee, which they pay directly.

Not-for-profit or free events

There will be no charge for events that don't make a profit (community markets, free workshops, fundraising events).

Festival ticket allocation

We ask that each event allocate two tickets for festival use which may be used for promotional giveaways, media famils, or sponsor hosting.

EVENT FAQS

Who runs the festival events?

You do! We are here to elevate your event, provide you with a centralised ticketing platform, and promotion on the festival website. You will benefit from being part of our nationwide promotion of the festival, where we will aim to drive visitation to the region and sales to your amazing event.

How does the ticketing work?

All festival event ticketing must go through our official platform, Eventfinda, and is managed by the festival team. This helps us track overall attendance, understand where visitors are coming from, and report on the festival's impact across the region.

Please don't set up your own ticketing, we'll take care of this for you and will send a login link so you can view your sales or set up regular reports. Make sure your submission includes the correct email address so we can get this info to the right person. Ticket income will be paid out after your event, and fees are passed on to customers unless you request otherwise.

Who manages the health & safety of the events?

You do! Your festival event is your event to run - however, if someone is hurt whilst at your event, it reflects onto the festival brand. Therefore, we ask for an overview of your health and safety procedures and practices. Because of the varying events included in the festival - this could mean different things, so please ensure you fill in the H&S details. It's easy, and it may be all we ask of you. Providing us with information about your health and safety parameters is not intended to be a barrier, simply another layer of protection.

Why are you asking us to submit our events so early?

Gathering information so early allows you to focus on getting your event sorted before your busy summer. We also need plenty of lead time to pull together the festival programme, and ensure we can maximise our marketing and media reach. Please do what you can to maximise the submission period to come up with amazing event. Rae is here to help, so lean on her if you need a brainstorm.

FESTIVAL CHALLENGES

PIES OF PLenty CHALLENGE

Showcase the best flavours of the Coastal Bay during the Pies of Plenty Challenge. Cafés, restaurants, bars, bakeries, and food trucks across the region are invited to take part in the Pies of Plenty Challenge, a celebration of local creativity and produce.

How does it work?

Participating eateries will create a pie specifically for the festival, featuring at least two ingredients that are made, produced or grown in the Coastal Bay of Plenty. The pie needs to be available for purchase every single day throughout the challenge. The pies will be up for two awards, the Judge's Choice Award (chosen by a professional judging panel), and the People's Choice Award (chosen by the public).

Get involved!

Submissions open: 18 September - 20 November 2026

Deadline for your pie information: 29 January 2027

Challenge runs: 19 February - 21 March 2027

More information and FAQ in our partner hub.

This is also a great opportunity to challenge your chef's creativity and FOH service, and access the festival's marketing and media reach. Contact info@fopfestival.com for more info.



Battle of the Snack

Calling all chefs! We're looking for young, up-and-coming 'future chefs' to compete in the Battle of the Snack.

About the challenge

Guided by some of the Bay's top chefs, the mentee chefs will go head-to-head to create two hyper-local "snacks" for 120 guests at the Battle of the Snack event. Their creations will be judged by Cuisine Magazine editor and owner Kelli Brett, alongside event attendees, with the winning chef in with a chance to have their recipe featured in Cuisine Magazine's Good Food Awards feature.

What's in it for the future chefs

- The opportunity to be mentored by one of the Bay's top chefs
- The experience of serving their creation to up to 100 foodies
- The opportunity to meet and be introduced by Kelli Brett
- The chance to have their dish featured in Cuisine Magazine's Good Food Awards feature issue



Nominations

Know a future chef (sous chef level or below)? You can nominate yourself or someone else — we'd love for you to submit a nomination form! More information is available in our Partner Hub.



**FOR ENQUIRIES,
CONTACT US.**



flavoursofplentyfestival.com



info@fopfestival.com

POWERED BY TOURISM BAY OF PLENTY

