

Athlone Food Circle

Membership Pack 2021

Thank you for your interest in joining the Athlone Food Circle. Our pack contains information on how to join, the benefits, the criteria for membership, engaging, and maximising your membership of the food network.

Membership: Steps to Joining

2021: Membership is open for the remainder of 2021 and there is no fee* to join the food network.

- First intake by 30th September 2021
- This intake will cover 2022 also

Your business should be a member of the Athlone Chamber of Commerce/Destination Athlone to submit your application to join the food network. The new Athlone Food Circle will sit under the umbrella of Destination Athlone.

1. Carefully read the benefits, criteria, and your role as a member
2. Complete the membership form and return it to athlonefoodcircle@gmail.com
3. Submit high-quality imagery by www.wetransfer.com to athlonefoodcircle@gmail.com

Once your membership is processed. You will receive a confirmation email and a membership sticker by post. Your business will be listed on the Athlone.ie website, food network section. Please allow 10 working days for the processing of membership from your submission date.

* The fee for joining the food circle in 2021 has been waived.

2021 Benefits of Membership

There are a range of benefits for your business to joining the Athlone Food Circle:

1. Raising the profile of Athlone as a high-quality food and drink destination
2. Collaboration with businesses locally to showcase the region and highlight experiences
3. Attracting more visitors to the region and generating additional revenue
4. Increasing and sharing of knowledge of businesses locally
5. Listing on the website with links to your social media accounts and website
6. Inclusion in social media campaigns, promoting and posts under Destination Athlone brand i.e. www.athlone.ie
7. Networking opportunities (internally within the network and externally with other networks)
8. Free or low-cost training and upskilling in collaboration with the Chamber of Commerce, LEO
9. Promotion and attendance at trade events
10. Liaising with Ireland's Hidden Heartland, Failte Ireland, Discover Ireland and Tourism Ireland tourism agencies on behalf of the network.

Post COVID, we look forward to

- introducing familiarization visits to learn best practice to other food networks nationwide
- encourage internal familiarization visits between members
- invite and plan media visits
- expand and encourage the creation of new food and drink experiences (tours)

- hosting events, workshops, and networking event in addition to festivals
- examine the potential for developing a trail
- expanding our visual library

Criteria for Members

If you own a food or hospitality business in the region, you are welcome to join:

- Hospitality businesses in the Athlone Municipal District
- Producers within 30km of Athlone

Each member joins the network for one year and it can be renewed annually. 2021 is the first year of membership and the fee has been waived. Those join in 4th quarter of 2021, membership will continue for 2022.

Your business must be:

- Purchase and promote local producers in your business (self-declaration)
- In good standing with the Revenue and all regulatory bodies
- Have all the necessary documentation in place regarding food safety, health and safety and insurance

Your business must fit into one of the following categories:

- Producers
- Restaurant
- Gastro Pubs
- Café
- Breweries and Distilleries
- Food Markets
- Accommodation Providers
- Food/ Drink themed tours and festivals (if they don't fit another category)

Your Role in the Network

- Engage with athlone.ie social media account
- Update your listing and offering on Athlone.ie website
- Engage with the co-ordinator and provide content for promotional material /social media
- Attend networking events and training
- Education your staff about the Athlone Food Circle
- Bring your staff on familiarization visits and invite members to your business
- Promote and engage with Destination Athlone marketing and PR campaigns

Thank you for your interest in the Athlone Food Circle.