



O Connell Marketing,

ENNISCORTHY
ROCKIN' FOOD
FESTIVAL



Taste Wexford Showcase



#TASTEWEXFORD

What is Rockin' Food Festival?

Rockin' Food Festival is an all-inclusive food, family and music festival attracting a wide range of people from around the world. The festival takes place over the August Bank Holiday weekend (3rd - 6th) in the historic town of Enniscorthy and the surrounding area attracting over an estimated 38,000 + festival-goers in 2017.

Objectives

- Food. Music. Family. Community. Connectivity.
- Building relationships with the wider community by supporting Wexford businesses.
- Showcasing the best of Wexford and Irish food and craft.
- Community engagement through enlisting volunteers from all ages.
- Food demos, workshops and entertainment for children right up to 100 years of age

Why book a stand at Enniscorthy Rockin Food Festival ?

- Reduced Vendor Rates for Wexford Food Family members on Saturday 4th and Sunday 5th August 2018.
- Wexford Food Family members placed together as a showcase on Rafter Street, which is one of our premium streets.
- Opportunity to be involved in the Taste Wexford Food Producers Showcase.
- Approximately 30-40 members of the media will be hosted in Enniscorthy on Friday 3rd August and invited to the Harvest night in Enniscorthy Castle as we showcase the very best of Wexford produce. These members of the media will be brought to Rafter Street on Saturday morning to visit the Wexford Food Producers showcase. This will be an idea opportunity to showcase your product, gain valuable direct PR and relationships with media - *pending approval and final sign off*

What you need to do:

- Contact Catherine or Jean in O Connell Marketing Ltd. for an application form. Tel 053 9376931 or email info@joconnellmarketing.com.
- Fill out application form and choose your space on Rafter Street. (Please note that your chosen space is not secured until full payment is received).
- Send back completed form to info@joconnellmarketing.com along with a copy of both your HSE Certificate and copy of your public liability document.
- Payment can be made by bank transfer (all details on application form) or by cheque

- As part of the Wexford Food Producers showcase, we kindly request, that all participating members of the Wexford Food Family donate 50 samples of their produce. These will be used in gift baskets that will be delivered to the media offices with their invite to the Showcase. Anthony O Toole will also be in touch with regards to the food for the the Harvest Night at Enniscorthy Castle which takes place on Friday 3rd August.

Wexford Food Family Showcase Price 2018; For 3x3 artisan food producers a reduced rate of €150 for 2 days Sat 5th + Sun 6th August 2018 so only €75 per day.

2018 Vendor Prices below and Wexford Food Family reduced prices

STAND TYPE/SIZE	Wexford Food Family Pricing - Rafter Street	Other Vendors Pricing
Hot Food Stands (3m x 3m)	€300	€350
Hot Food Stands (4m x 4m)	€350	€400
Hot Food Stand (Large) up to (8m x 4m)	€650	€700
Artisan Stands (3m x 3m)	€150	€200
Artisan Stands (4m x 4m)	€200	€250
Artisan Stands (Large - up to 8m x 4m)	€350	€400
Craft (3m x 3m)	-	€100
Craft (4m x 4m)	-	€150
Craft / Vintage Stands (Church Institute)	-	€100

Prices are based on two days trading only
Saturday 4th August (10-6pm)
Sunday 5th August (12-6pm) 2018

Anthony O' Toole - Irish Food and Drink Advocate

Anthony is a Private Chef, Food Writer, Cookbook Collector and founder of Culinarian Press, a consultancy company that mentors and collaborates with food enterprises in Ireland and the UK. Anthony has an extensive list of qualifications and achievements making him a knowledgeable asset to the team regarding the food element. He is part of the collective for Theatre of Food in Electric Picnic and Slow Food Dublin's 'Slow in the City' festival in Dublin. An active member in many culinary initiatives such as Slow Food Ireland and Irish Guild of Sommeliers, International Association of Culinary Professionals in June 2016 Anthony was appointed a Fáilte Ireland Food Champion with Ireland's National Tourism development agency.



Liz Hore - Enniscorthy Municipal District Manager

Liz is a key role in the Rockin' Food Festival as a Wexford County Council Representative. The local authority provides the festival with key funding and incites economic activity in the town and surrounding areas. Enniscorthy Municipal District assists with management and promotion of the festival partnering with collaborative stakeholders in showcasing Enniscorthy.



Richie Cotter & Eamon Doyle - Rock 'n' Roll Representatives

Both Richie and Eamon are well respected Rock 'n' Roll enthusiasts who are leading members of Catty Town Rock 'n' Roll Group. Richie and Eamon co-ordinate the Rock 'n' Roll Music, Dancing and Gig Trail across the town throughout the festival weekend and also all year round.



Rory O' Connor and Moira O' Gorman - History Hot Shots.

The history of Enniscorthy and the 1798 Rebellion are essential elements of the festival. Rory, Moira and the Castle staff bring knowledge and expertise of the town's history and create and organise events based on such heritage such as the 1798 Rebellion Battle Re-enactment.





Maree Lyng - President of Enniscorthy & District Chamber

In 2017, Maree was appointed president of the Enniscorthy District Chamber. Holding two executive positions, Maree has second to none management and organisation skills which are crucial to the efficient preparation and running of the festival

Eric Barron - Enniscorthy and District Chamber Member/Local Business Owner

Eric plays a crucial role in the management and organisation of the festival both behind the scenes and on the day. Working in the fashion industry, Eric has an excellent eye for detail and a creative streak making him an important asset to the team



O'Connell Marketing Ltd



Jean O'Connell is a self-motivated, results driven Director of O'Connell Marketing Ltd.

Jean has years of experience in developing, creating and growing successful brands and the Enniscorthy Rockin' Food Festival is a perfect example.

Her focus, energy and genuine passion grants Jean a key role in the organisation, promotion and marketing of the event.

Catherine Myers is the Marketing Assistant at O'Connell Marketing Ltd. Catherine is a dedicated, focused and vibrant employee who excels in communication and organisation. She plays a significant role in the preparations of the festival and she is at the forefront of the administration element both behind the scenes and on the day. You're go to person when booking your stand.



Laura Codd is the Online Marketing Co-ordinator at O'Connell Marketing. Laura is an innovative, creative thinker who assists in the content writing and design of the festival's marketing material. With huge interest in Digital Marketing, Laura facilitates the promotion of the festival through Social Media and other forms of online marketing.



National Press

Sunday Independent



Irish Examiner

Irish Independent  **RTE**



THE IRISH TIMES

JOE.IE

€167,150

EVA

2,593,106

Social Media
Impressions

#7

#rockinfood2017

65 Hours

Free
Entertainment

1,425,633

Traditional Media
Reach

Trending on
Twitter



To secure your place at Rockin' Food Festival 2018

Contact: Catherine Myers at O Connell Marketing Ltd for an application form.



053 9376931



info@joconnellmarketing.com



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Wexford Food Showcase will be located on Rafter Street and will be signed posted and included in all Marketing/PR activity.

A min of 15 small stands from Wexford Food Family to be booked to ensure private Wexford Food Family area as its a prime location and max of 20 stands. So hurry to secure your place at €75 per day.

