

VENDOR INFORMATION 2022



FRIED
CHICKEN
FEST

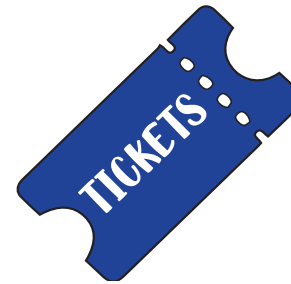
25th & 26th FEBRUARY

Session 1: Friday, 4pm - 8pm | Session 2: Saturday, 11am - 2:30pm | Session 3: Saturday, 4pm - 8pm

Frank Kitts Park, Wellington Waterfront

Expected festival patrons 6500 - 7000

**based on 2021 patron numbers*



Early Bird starting at **\$10**

Kids U12 no ticket required

Attendee consumption



4 -5 food items per head

- 2200 - 2500 patrons per session consuming 3 items = 6600 - 7500 items
- Over 600 items per vendor per session
- Roughly 200 items per hour



up to **15**

Food Vendors

- 15 x Restaurants or food trucks serving fried chicken
- 4-5 x Menu items incl loaded sides
- Up to 2 x \$10 items + 3 items \$8 or less

Festival features

- Multi session festival
- Alcoholic & non alcoholic bars
- Seating and picnic mats
- Lawn games
- Kids entertainment
- Live music



Cashless payment system

- Eftpos or paywave only
- Makes transactions easier, cuts down queues and makes your systems faster
- No cash, floats, headaches or requirements



VENDOR SET UP

TYPES & MENUS

We are looking for up to 15 of the best fried chicken vendors who can serve up their own unique fried chicken offering.

This may include chicken-less chicken options (vegan fried chicken) if available and if they fit within the same menu style.
Your menu offering may also include loaded sides or similar.

Menus will be limited to 5 options maximum with two of these items up to \$10.00 and all other items \$8.00 or less.

Speed of service is one aspect you must consider when designing your menu, as patrons will try to avoid queues.
The idea is food on the go or items that can be shared.

All serveware used must be compostable.

We will carefully consider each vendor's booking before accepting them to ensure quality and variety. Please don't list other menu items with meat alternatives like beef or pork.

FOOD TRUCK SET UP

Self contained food truck's who can plug into the mains power supply (no generators). All food trucks will stay in place for the duration of the festival (from pack in friday morning).

MARQUEE SET UP

3m x 3m marquee structure with flooring, name sign and power supplied.
Ability to personalise and brand your site space.

UTILITIES

Power: will be supplied as per your requirements at no charge.

Rubbish: waste stations (incl recycling) will be provided.

Oil disposal: all vendors will be responsible for their own oil disposal / collection.

Chilled storage: available on application.

Wash station: a shared facility with running hot water will be supplied.

Food permit: all vendors must be registered with an MPI Food Control Plan.

Serveware: must be compostable, you can take advantage of our discounted supply agreement with Innocent Packaging or provide your own.

VENDOR PACK IN

Will be from 10am on Friday 25th February. Food trucks will be placed on a first come, first serve basis.



PRICING & INFO

COSTS

Vendors can choose from one of the following two options:

Option 1: Site fee of \$199 per food truck or marquee for the full event + 10% turnover.

Option 2: Site fee of \$1199 per food truck or marquee for the full event, no % turnover.

All vendors will be charged a \$100 refundable bond.

EXTRAS / ADD ONS

(full event pricing, covers all sessions)

Chilled Storage: available in a 20ft chiller container (4degrees C.) @ \$75 - reasonable use policy applies.

Fridges For Your Site: Subhired through us as follows - single door @ \$160 or double door \$260, includes delivery to your site.

Tables: 1.8m wooden @ \$12.50 or 2.4m wooden @ \$15, includes delivery to your site.

Menus: Printed on A1 coreflute @ \$12 each.

Other products can be hired at the vendors cost through Hiremaster or similar supplier.

*all vendor costs quoted exclude GST.

CASHLESS PAYMENTS

All festival transactions will be run through eftpos & paywave. Vendors must be able to supply their own units, a minimum of 2 each, or these can be subhired through us.

Eftpos, debit cards and credit cards (visa & mastercard) must be able to be accepted. PayWave must also be accepted. Session terminal totals are to be supplied by all vendors.

Vendors who do not have a merchant facility or PayWave can run through the festival merchant facility. Vendors will be allocated 2 eftpos units each with separate terminal ID's. There will be a hire charge for the units and transaction fees will be passed on at cost.

Cash payments cannot be accepted.





25th & 26th FEBRUARY 2022

Secure your spot now, contact Gillian@friedchickenfest.co.nz or 027 727 4780

All vendors must be available for both the festival days - 25th & 26th February and the Postponement Day 27th February