

Kangaroo Island Food and Wine Association

Our Vision - For Kangaroo Island food and beverages to have a nationally & internationally recognised reputation for products which are unique, highly valued and accessible.



MEMBERSHIP

Why should you be a member?

Key Functions that support our members:

- Distribution model for Food and Beverages to Sealink
- Delivery of the KI Food, Wine Tourism Awards
- Promote our members through our website www.eatdrinkki.com.au, including member pages, events, blogs
- Collaborative partner in funding and resourcing Authentic Kangaroo Island Facebook and Instagram
- Tasting Australia Town Square regional representation
- Partner the Office of the Commissioner for KI with Beverages Project
- Support Kangaroo Island Art Festival
- Scheduling off-Island Pop-ups for Producers
- Support Kangaroo Island Farmers Market - Penneshaw
- Support and deliver relevant networking events on KI to members
- Write and sponsor grant applications that become available to Industry



Our Current Funded Projects delivering to members:

- **Kangaroo Island Digital Food and Wine Trail**

Through SA Wine Industry Development Scheme 2016/2017

- **Kangaroo Island Events**

Through SA Wine Industry Development Scheme 2017/2018

KANGAROO ISLAND DIGITAL FOOD AND WINE TRAIL



Interactive digital Food and Wine Trail, creating itineraries to drive visitation and sales to business.

The Trail will assist customers:

- to find businesses that are open, or search for their intended destination
- to create their own personalised itinerary, then navigate to Google Maps to take them on that Itinerary
- by having their Itinerary emailed to them if they go out of mobile range
- by showing the time it takes to navigate the Island, to encourage additional length of stay

The Trail will assist business:

- to drive awareness of location, opening hours and offering to customers
- by offering a unique 'Offer' button to drive visitation to their business
- by listing Events and Pop-ups
- by measuring Google Analytics to gain insights into what business information visitors are seeking, and what locations customers are visiting

MEMBERSHIP LEVELS (per listing, per annum)

Farm Gate, Cellar Doors, Business or Pop-Up \$200.00 + GST

Webpage listing on www.eatdrinkki.com.au

News articles and Event listings on website - Events shared to Trail

Free inclusion on the Digital F&W Trail as Farm Gate, Cellar Door, Eating Out or Pop-up Icon

Free usage of KI Food and Wine Logos and backlinks

Food Touring \$200.00 + GST

Webpage listing on www.eatdrinkki.com.au

News articles and Event listings on website - Events shared to Trail

Free mentions and links on the Digital F&W Trail Set Itineraries as a 'Who can take me there'

Free usage of KI Food and Wine Logos and backlinks

Producer Only (Food and Beverage) \$200.00 + GST

Webpage listing on www.eatdrinkki.com.au

News articles and Event listings on website - Events shared to Trail

Free access to the Pop-Ups icon on the Digital F&W Trail

Free usage of KI Food and Wine Logos and backlinks

Farmers Markets \$200.00 + GST

Webpage listing on www.eatdrinkki.com.au

Free inclusion on the Digital F&W Trail as a Pop-up Icon

Casual Business Listing \$50.00 + GST per event

Casual business listing that will utilise the Pop-up Icon on the Digital F&W Trail, limited to 1 week



Eating out



Farm Gates



Cellar doors



Pop-ups



Events



Do you have questions?

Please email us

admin@eatdrinkki.com.au

or you can join [here](#)