



Poutine Feast is Ontario's largest touring food festival dedicated to the greatest of all Canadian creations, the poutine.

Now entering its third season, Poutine Feast invites you to become a part of this unique family event that has quickly become a tradition in many cities and towns across Ontario.



www.poutinefeast.com

The Poutine Feast Story

In 2018, a group of professional food truck operators who specialize in poutine recognized that there are thousands of people across Ontario in smaller towns and cities who would welcome a major food event to their community since these types of events are usually found only in larger cities. Nine towns were selected and the response was incredible.

The following year the number of towns and cities was expanded to nineteen with a number of these contacting Poutine Feast and asking to be included in the 2019 tour.

By the end of the 2019 tour, over 150,000 food lovers across Ontario enjoyed gourmet poutine and the atmosphere that was created by featuring music, attractions and games for the kids. For many communities Poutine Feast was the highlight of their summer season.

For 2020 Poutine Feast is targeting 27 communities across Ontario and will be expanding its appeal by offering live music, a hospitality tent and more attractions while maintaining its family-friendly attitude.



Based on the response we received in 2018 and 2019 along with the requests from communities across Ontario, Poutine Feast expects to reach 250,000 people in 2020.

We are also introducing Poutine Feast to the western provinces in 2020 with a series of nine events based on our business model and the success that we've had so far.

Our Market

Over the first two seasons, we've identified two major markets: women between the ages of 16 and 35; and parents of young school-aged children.

One group that has been consistent has been young couples with dogs. Many people have contacted us through social media asking if Poutine Feast is "dog friendly." It is and we've encouraged people to bring their leashed dogs and we have provided a number of drinking bowls for our furry friends.

Poutine Feast has worked hard in creating a safe and family-friendly environment that appeals to these cities and towns and is demonstrated in the large numbers of people who visit.



Our Contribution to the Community

Poutine Feast has established itself as a committed partner of many communities by introducing a program designed to help the environment and contribute to the local food banks.

In 2018 we encouraged people to bring their own reusable forks and straws even though all food vendors offered compostable utensils.

We also introduced a fundraising program for local food banks where we offered them display space at no charge where they can sell reusable forks and straws to raise much needed funds.

The success of this program in selected towns will now be expanded to every Poutine Feast event from now on.

The 2020 season will also see us offer more space to local non-food vendors, crafts people and artisans so that they can showcase and sell the items they produce in that community.



Social Media and Media Coverage

Poutine Feast has been very active on Facebook with an internal survey discovering that over 60% of our visitors had discovered us through Facebook itself while another large portion has discovered us through local radio and the rest through the website and word of mouth.

For the 2020 season, Poutine Feast will be using more social media with information, updates and contest give-a-ways along with promoting our sponsors during each event.

We will also expand our traditional media efforts by continuing to use radio and select local print media. Local radio, print and television will receive a number of coupons for free poutine that can be used in their promotions.

Each Poutine Feast will feature an opening day media event that invites members of the local media, social media influencers and food bloggers to experience a taste of what Poutine Feast is all about.



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