

News Release

Wednesday 1 February, 2012



Visa Wellington On a Plate 2012 Kitchen Opens

Applications for [New Zealand's largest culinary festival](#) open today, with organisers calling on the culinary community to make the festival's fourth course the most delicious and diverse yet.

The application process is the most exciting time of the festival planning, Festival Co-Director Sarah Meikle says.

"It's up to the region's chefs, restaurateurs, producers, venues and events professionals to build the festival menu and every year the ideas get more interesting and the menus get even tastier."

The [DINE Wellington](#) set menu programme for 2012 will see the introduction of the new *Visa Wellington On a Plate Award*, where a panel of judges will rule which entry best presents the capital of cool on a plate.

"The focus on local product is something we're really passionate and it's also what makes Visa Wellington On a Plate unique," Ms Meikle says. "The *Visa Wellington On a Plate Award* will find the ultimate Wellington dish – one that combines chef creativity with 'gate to plate' menu design."

The popular [Burger Wellington](#) and [Wellington Bake Club](#) competitions will also return for 2012.

Those interested in hosting a Festival Event or being part of the DINE Wellington programme have until **midnight Tuesday 21 February** to submit their application at <http://www.WellingtonOnaPlate.com/industry/>. After that the kitchen is closed; no late ingredients can be added into the mix.

For further information please phone:

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About Visa Wellington On a Plate

*The Visa Wellington On a Plate culinary festival will serve its fourth course **August 10-26, 2012**. The full programme will be launched in June, and will see the return of popular favourites and a range of fresh ingredients. The 2011 festival menu included 102 DINE Wellington eateries, 50 Burger Wellington entries and 80 events, including Wellington Fisher & Paykel MasterClass. For more information visit VisaWellingtonOnaPlate.com, [like us on Facebook](#), or follow [@WellyOnaPlate on Twitter](#).*

Background

:: [Positively Wellington Tourism](#) (regional tourism organisation) and [Grow Wellington](#) (regional economic development agency) established the Visa Wellington On a Plate festival in 2009 to showcase the region's food and beverage sector, and to develop culinary tourism in the region. The two organisations plan and market the event in liaison with the food sector and hospitality industry.

:: Visa is the naming rights sponsor of Visa Wellington On a Plate. [Visa Entertainment](#) gives Visa Credit, Debit or Pre-paid cardholders access to concert pre-sales, added value offers and competitions. There is no cost to join the programme. www.visaentertainment.co.nz