



News Release
Friday 13 January, 2012

Visa Wellington On a Plate 2012 Gets Cooking

The Wellington region's culinary community is being urged to start planning the ingredients for their events and menus for Visa Wellington On a Plate 2012.

The Visa Wellington On a Plate team will be running a series of information days throughout the region over the next fortnight to explain how businesses can take part in the festival, application deadlines and answer any questions people may have about taking part.

Festival Co-Director Kate Jamieson says while it may seem early to be planning for August, the festival has grown to such a scale that it requires a slow bake.

"With some 100 restaurants and 80 events now taking part in Visa Wellington On a Plate, we need to set the festival programme by the end of February to compile all the necessary collateral, logistics and plans."

Applications open at the start of February and close on Tuesday February 21. The full festival programme will be launched in mid-June.

Visa Wellington On a Plate 2012 Information Days:

Wairarapa – Tuesday 17 January, 4pm at the Greytown Library, Main Street, Greytown

Lower Hutt – Wednesday 18 January, 8am at The Dowse, 45 Laings Road

Wellington CBD – Wednesday 18 January, 3pm at St James Theatre, 77-87 Courtenay Place

Upper Hutt – Thursday 19 January, 2.30pm at Mayfair Café, 116 Main Street

Kapiti – Wednesday 25 January, 3pm at the CleanTech Centre, 47 Miro Street, Otaki

Porirua – Thursday 26 January, 9am at the Chamber of Commerce, 20 Parumoana Street

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 10-27, 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

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