



Guidelines For Participants

WHAT IS FORK ON THE ROAD?

Fork on the Road is about showcasing Adelaide's Food Trucks, Vans, Pop-ups, Carts and Bikes all in one location, making the food itself the attraction and the event. This takes the form of monthly events or festivals, held predominantly in the city. It's about demonstrating how spaces can be used differently, in a way that's people friendly. It's about helping entrepreneurs to trial new business ideas. Its about showing off the exciting happenings in Adelaide, the new businesses that are being created, and the burgeoning food culture that contributes to making Adelaide that little bit more unique, cool and lively.

WHAT'S THE FORK PHILOSOPHY?

Fork is a celebration of unique, local, gourmet and breathtakingly tasty food and beverages served from mobile food vendors of all shapes and sizes.

FORKING PRINCIPLES

If you are thinking about joining Fork, these are the principles that are used to consider your application:

- Fork is about the gathering of unique mobile food vending concepts. From food trucks to vans to pedal powered to pop-up stalls, there are no limits as long as the output is exciting, new, creative, delicious and yummy food.
- Our food draws crowds. Our food is the entertainment. Our food pushes the boundaries of creativity and taste. Our food is local and handmade. Our food matters, it is not stock standard, it is awesome!
- Fork is committed to growing the mobile food vending culture.
- Fork is a team game. We work together to allow for continual improvement.
- Fork is about food that is handmade and showcase great South Australian produce.
- Fork has a commitment to environmental sustainability, including packaging and waste.

HOW DOES FORK WORK?

- No Fork is the same.
- We try out different locations.
- We try different days of the week and different times, although weekends are the most common.
- Fork is often part of the Adelaide City Council's Splash Adelaide project.
- The number of vendors varies between events, depending on availability and size of venue. Successful selection does not guarantee participation in every Fork on the Road.
- Pop-up stalls are welcome, particularly if you are starting out and working towards a truck, van, bike or cart.
- Social Media is integral to the promotion of Fork.
- Vendors are required to pay a fee to participate.

HOW DO WE MAKE VENDOR SELECTIONS?

- We try to ensure a mix of vendors, to allow for both variety and no direct duplication of food and beverage products.
- Taste your product, read reviews, assess it's quality, uniqueness and suitability for Fork.
- Assess the availability of space and then the number of spots for vendors for each event.
- Assess vendors against the Fork principles and prioritise to ensure mix, balance and point of difference.
- All applications are treated with respect but sometimes; difficult decisions need to be made in the best interests of Fork. At Fork we are committed to the food always being the star of the show. This ensures that the food is showcased in the best possible way and to the full advantage of each of the participating vendors, which in turn makes Fork successful.

WHAT ARE THE FEES?

- Site Fees range from \$100 to \$200 depending on the venue, length, location and infrastructure needed for each particular Fork on the Road.
- It is preferable that you have your own power supply, however at times assistance can be provided for shared arrangements.



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WHAT DO I NEED TO DO TO JOIN

- Attend a Fork on the Road, this is the best way to judge the type of event it is, the audience and if it will be a mutually beneficial gig.
- Have a conversation with the Fork organisers and other vendors about Fork and your fit and suitability.
- Run a mobile food business.
- Possess appropriate levels (\$20 million) of product and personal indemnity insurance.
- Understand and embrace health and safety requirements.
- Complete an application form, which includes details on your business and a brief explanation of why you would be a good addition to Fork on the Road.

FIND OUT MORE ABOUT FORK ON THE ROAD:

www.facebook.com/ForkontheRoadAdelaide

www.forkontheroad.com.au

Twitter - @Fork_ontheRoad

Attend a Fork on the Road

Check out some videos about Fork on the Road

- South Australian Tourism Video
- Splash Adelaide Video from the inaugural FOTR
- Zhivago TV Special on FOTR at the Depot
- SA Life Channel 7 Fork on the Road segment

TALK TO SOMEONE ABOUT JOINING FORK ON THE ROAD:

Joe Noone, Founder/Organiser on
0433 327 731 &
ForkontheRoad@adam.com.au

BACKGROUND INFORMATION

My Story about how I got to Fork on the Road (written prior to the first Fork on the Road). Food trucks are not really that new in Adelaide, who didn't try a pie floater. Pie carts themselves have been around in Adelaide since the 1860s, with over a dozen operating in the 1880s, by 1958 only two remained with the last one departing in 2010.

In 2008 a new food phenomenon in the USA saw the explosive growth of gourmet foods delivered by mobile food trucks. I will never forget visiting these vendors in Los Angeles and New York a few years ago and being blown away by the quality, creativity and accessibility of such great and reasonably priced food. Many vendors seemed to be using local products, while adding modern twists to classics from a variety of cultures and traditions. Their success quickly challenged both government bylaws and regulations and the more established restaurant trade.

Here in Adelaide, a few years ago, I heard from my sister and friends that some guys were selling burgers and of course I tried them and damn they are good. Even now you can't

afford to arrive too late if you are craving a Burger Theory burger because if you do arrive too late you may well find yourself salivating at the end of a very long queue. But wow! What a difference the Splash Adelaide project has made. The Adelaide City Council offered trial permits, at last count 40 mobile food vendors registered and receiving multiple calls every week from interested young entrepreneurs.

Sure they need to work out a long-term solution that is sustainable and balanced for both mobile vendors and fixed dining establishments, but right now the market has been shaken and people are voting with their feet and mouths. The type and quality of offering by the trucks, vans and bikes has created a mouth-watering buzz in Adelaide.

The other standout feature of the global Food Truck movement globally is the power of Social Media, the trucks announce via facebook and twitter where'll they'll be and people turn up, its amazing, just like getting your own daily invite to come and have some awesome food. The food truck craze has spawned the reality TV series the 'Great Food Truck Race'.

On my most recent trip to the US, I experienced the food truck festival, Truckaroo in Washington DC, what a buzz all the trucks in one location, the event itself. After a bit of research I discovered these events were occurring all over the US, so when I got back and heard about the Splash Adelaide opportunities, I thought what a great chance to try and pull off Australia's first food truck festival – Fork on the Road.