

PARTICIPANT GUIDELINES

WHAT IS FORK ON THE ROAD?

Established in 2012, Fork on the Road is South Australia's premier mobile food truck event series. The Fork unites Adelaide's best food trucks in a variety of locations across SA to promote and celebrate the burgeoning street food culture in Adelaide.

Hosted quarterly, each Fork event not only showcases an array of local street food vendors, but supports local breweries and wineries, performers, musicians and childrens entertainment in a fun filled, free community event!

OUR MISSION

Ultimately, the Fork has 3 key objectives:

SHOWCASE LOCAL FOOD

The Fork is about showing off Adelaide's unique and thriving street food culture through providing a platform for Adelaide's finest food trucks to share their delicious and innovative food creations with the world.

TRANSFORM SPACES

The Fork aims to activate and redefine local community spaces, both outdoor and indoors to bring vibrance and excitement to local neighbourhoods in the form of a free, family friendly, community event.

SUPPORT GRASSROOTS TALENT

The Fork provides local, budding musicians and entertainers with the opportunity to gain exposure and perform their craft in front of a live audience.



FORKING PRINCIPLES

Before applying, vendors must read, understand and align with the Fork Principles:

- Fork is about the gathering of unique mobile food vending concepts. From food trucks to vans, to buses and pedal powered, there are no limits as long as the business is on wheels and the output is exciting, innovative and delicious!
- 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 continuous improvement. Fork is about food that is handmade and showcases great South Australian produce.
- Fork has a commitment to environmental sustainability, including eco-friendly 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.
- The number of vendors varies between events, depending on availability and size of venue.
- Vendors are required to pay a fee to participate.
- A successful application does not guarantee participation in every consecutive Fork on the Road event.

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 event.

It is preferable that you have your own power supply however, at times, assistance can be provided for shared arrangements.



VENDOR SELECTION PROCESS

We try to ensure a mix of vendors, to allow for both variety and no direct duplication of food and beverage products. First, we taste your product, read reviews, assess its quality, uniqueness and suitability for Fork. We then assess the availability of space and then the number of spots for vendors for each event. Finally, we 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 the Fork. The Fork is 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 the Fork a unique and successful event series.

ALL SOUNDS GOOD.. HOW DO I APPLY?

Before applying, you must, please:

- Read, understand and agree with the above, including the Forking Principles.
- Attend a Fork on the Road; this is the best way to assess the event atmosphere, audience, other trucks and if it will be a mutually beneficial gig.
- Have a conversation with the Fork organisers and other vendors about Fork and your suitability.
- Possess appropriate levels (\$20 million) of product and personal indemnity insurance.
- Run a mobile food business on wheels- NO marquees, tents or similar.
- Understand and be willing to adopt health and safety requirements.

If all of the above is fulfilled, please proceed to complete an application form.

DISCOVER MORE ABOUT FORK

Facebook: www.facebook.com/ForkontheRoadAdelaide

Instagram: @Fork_OnTheRoad

Website: www.forkontheroad.com.au

Attend a Fork on the Road

QUESTIONS? CONTACT US!

Contact: Greg Tillman, Event Director

Phone: 0434 993 061

Email: info@forkontheroad.com.au



OUR STORY

Founding the Fork

"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.

On my most recent trip to the US, I experienced the food truck festival, Truckaroo in Washington DC. The event was buzzing, with all food trucks in one location, making up the event itself. After a bit of research, I discovered these events were occurring all over the US, so when I got back to Adelaide, I thought what a great opportunity to try and pull off Australia's first food truck festival; Fork on the Road."

- Joe Noone, Founder.

THE FORK NOW

The food truck scene has rapidly expanded in Adelaide, with dozens of trucks registered and operating, creating a mouth-watering buzz across the city! From Spanish to Filipino, to Argentinian, Sri Lankan and African, there is a truck for any occasion or appetite!

Fork on the Road has been bringing together the food trucks of Adelaide for 8 successful years and counting, securing itself as a key calendar event for Adeladians!

Since 2012, Fork on the Road has:

- Produced over 70 free community events
- Hosted over 300,000 attendees
- Collaborated with eight local SA councils
- Supported over 40 local food trucks
- Transformed 30 different locations across SA.
- Attracted up to 11,000 visitors per event
- Forged a strong following of over 50,000 'Forkers' on Facebook and Instagram.

The Fork team is striving to grow and reach new heights, all in the name of delicious, local food (on wheels)! So what are you waiting for, let's get rolling!

Cheers!

The Fork Team (Greg, Sarah, Jason and Miranda).

