

# Local Food And Wine

## *Gourmet Goodie Box*

The World's Deliciousness Delivered To You



# Executive Business Summary



# Monthly box of globally sourced gourmet goodies home-delivered to subscription base

- Each month we scour the world and pick a distinct food+wine region to highlight and stock our goodie basket.
- From this distinct region, we locate artisanal food producers. These producers are doing something unique, something socially conscious and, of course, something delicious with their food products.
- We add inside the box a description of the foods and the people who are producing them, along with promotional material for the region, its wines and easy recipe and pairing suggestions.

A vibrant collage of various food items including fruits, vegetables, seafood, and dairy products arranged around a central text overlay. The items include mushrooms, ginger, lobster, apples, citrus, cheese, salmon, shrimp, and various herbs and spices.

# Local Food And Wine

# Local Food And Wine blog started 2009

- **Blog Followers - 45K**
- **Twitter - 8K**
- **Instagram - 24K**
- **Facebook - 5K**
- **Podcast - 10K**

<http://localfoodandwine.wordpress.com>

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*Good*  
**FOOD**

*Good*  
**WINE**

*Good*  
**FRIENDS**

*Good*  
**TIMES**

Authentically

How We're Different

The background image shows an outdoor dining area. In the foreground, a table is covered with a white and red checkered tablecloth. On the table, there are several items including a wooden salt and pepper shaker set, a wooden container holding cutlery, and some blue menus or brochures. Behind the table is a rustic wooden fence made of vertical posts and horizontal rails. To the right, a large, textured tree trunk is visible. In the background, there are green bushes and red flowers, possibly roses, adding a touch of color to the scene. The overall atmosphere is warm and inviting, typical of a countryside or farm-to-table dining experience.

**FOOD, TOURISM,  
AND CULTURE:  
*THE KEYS TO SUCCESS*  
OF A GLOBAL TREND**





Local Food And Wine  
Gourmet Goodie Box

*“The World’s Deliciousness Delivered To you”*

# We carefully choose our local producers to ensure they meet our quality standards (sustainably and locally produced products)

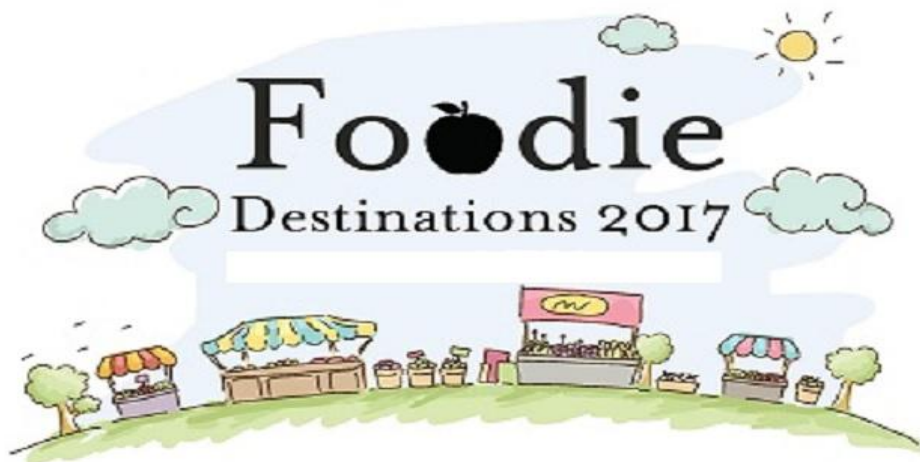
## Food Tourism Tie-In

- Food-related Travel is a trend that is bucking all expectations and continues to rise exponentially.
- Food also holds a key place in the “think globally, act locally” debate. Buyers are keen to support local businesses while promoting socially responsible and environmentally sustainable local entrepreneurs.

**According to the International Culinary Tourism Association, culinary (food) tourism is defined as “the pursuit of unique and memorable eating and drinking experiences”. What this means is there is a particular audience of people who are willing to travel the world in order to sample and experience authentic international cuisines. - ICTA**

# Foodie

Destinations 2017



## Food Favourites



Travellers declare **Rome**,  
**Tokyo** and **New York** the  
top destinations of choice  
for a gourmet meal



*According to USA Today (27 Feb 2017), 27million Americans have made culinary activities part of their travels in the last three years.*

- The International Culinary Tourism Association predicts that this will grow rapidly in the coming years.
- In the UK, food tourism is estimated to be worth nearly \$8 billion each year. International culinary tourism is less significant than its domestic counterpart.
  - The growth in popularity of ethnic cuisines like Thai, Indian, North African, Mexican and Chinese throughout the industrialised countries is attributable to a significant degree to tourism where visitors sample local foods and develop a taste for them.
- Culinary consumers tend to be couples that have above-average income, are usually professionals and are aged 30 to 50. This correlates closely to the demographics of the cultural tourist.
  - The International Culinary Tourism Association states that on average, food travellers spend around \$1,200 per trip, with over one-third (36% or \$425) of their travel budget going towards food-related activities. Those considered to be “deliberate” food travellers (i.e. where culinary activities are the key reason for the trip) tend to spend a significantly higher amount of their overall travel budget (around 50%) on food-related activities.

# Culinary Consumer Demographics

## Growing markets for food tourism and related consumption

**DINKS:** Double Income No Kids.

**SINKS:** Single Income No Kids.

Both Dinks and Sinks: younger people, between 25 and 35 years of age, no children, affluent.

**Empty Nesters:** parents whose children have flown the family nest. Between 45 and 55 of age, well educated, high disposable income.


**Boomers:** members of the baby boom generation in the 1950s.

**Divorcées:** searching for new partners and subsequently will take prospective partners out for dinner and away for romantic weekends.



## Rejection of 'MacDonaldisation'

Tourists have increasingly rejected the industrial 'fordist' model of low cost mass production of food, searching out local, fresh and good quality cuisine that reflects the authenticity of the destination. The end of the 'MacDonaldisation' of food culture has seen Starbucks fail in Australia as the brand is perceived as bland and lacking individuality.





Partnered with the world's  
tourism bureaus,  
we help promote the local region, their  
artisanal food producers and highlight their  
wine regions, too.

**Local Food And Wine *Gourmet Goodie Box*** is  
your invitation to sample the world from the  
comfort of home while you plan your next  
culinary escape!





# Seeking Equity/ Angel Investors + Partners

Contact Founder  
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