

Flavours of Tassie

Taste • Smell • Savour • Experience • Gourmet • Tasmania • Indulge • Enjoy • Flavour • Taste • Smell • Savour • Experience • Gourmet



2019

Introduction

Flavours of Tassie is a showcase of Tasmanian gourmet food and beverage producers, featuring the state's best cheeses, chocolates, preserves, beers, ciders, wines and spirits on board. As well as enjoying free samples, travellers will have the chance to Meet the Makers behind the labels and learn all about what goes into these fine products.

Program dates – May to August 2019.

Who can participate?

Tasmanian producers of gourmet food, condiments and alcoholic beverages. All applicants will be considered on a one-on-one basis. Spirit of Tasmania reserves the right to refuse any applicant that does not meet this criterion.

What we can do for you?

You will be provided with a free return sailing in a four bed cabin along with one standard vehicle (under 5m long and under 2.1m high). A cabin sleeps 4 persons or 5 if the fifth person is an infant (2 years and under). All meals and beverages are at your own expense.

Requirements

Boarding commences from 5pm on 7.30pm sailings. The tasting station is to be manned from the earliest time possible after you board through to 9.30pm*. Failure to do so may result in future bookings or requests to book being denied. The tasting station is located mid ship, on Deck 7 adjacent to the bar in Bar 7. It features two small cupboards to store equipment and a small bar fridge. After your shift, ensure the benches and cupboards are left clean and clear for the next supplier.

*9:00am or 9:30am departures are required to be open at least 5 hours.

*9:00pm & 9:30pm departures are required to be open at least 1 hour.

What do you need to bring?

You are required to supply your own tasting product and necessary items for passenger tastings i.e. tasting cups, spoons and plates. You will also need to bring any other equipment such as napkins, toothpicks etc. You are encouraged to brand the tasting station by bringing marketing material such as pull-up banners and flyers. Note: We are unable to provide staff to assist you with the movement of your equipment or product from your vehicle.

On-board Sales

Sales are permitted and encouraged. However sales of alcoholic beverages are only permitted to be sold for take-away and not to be consumed during the voyage. Therefore sold alcoholic items will be available for pick up before disembarkation the following morning (or afternoon if on a day sailing).

Delivery of stock

Delivery of stock to the terminal is not available, nor will storage of stock on board vessels for collection at the port upon return. You must manage your own stock at all times and bring it with you when boarding.

Lanyards & Keys

Please collect the keys for the tasting station and your host lanyard from Reception on Deck 7 upon boarding. The lanyard and keys are to be returned to Reception at the completion of your shift.

Food Products – ‘High Risk’ Items

Spirit of Tasmania is HACCP accredited (Hazard Analysis Critical Control Point food safety program). All food products sold or provided to passengers on board our vessels fall under the HACCP program, this includes Flavours of Tassie. High risk food products include cheese, meats, seafood and dairy products. All high risk foods must be kept at <5 degrees and foods for sampling held at room temperature must be disposed of after 4 hours.

Cooking or utilisation of cooking equipment is not permitted on board the vessel under any circumstances.

Appropriate Behaviour

As a participant of the Flavours of Tassie program you/your representative/s are required to act in a professional and respectful manner at all times whilst on board the vessel, and must not undertake any action that may poorly reflect on, or damage TT-Line’s reputation and the Spirit of Tasmania brand.

Marketing Support from Spirit of Tasmania

Flavours of Tassie 2019 will be heavily supported by a digital campaign with content broadcast across all of Spirit of Tasmania’s online channels.

Website

- Dedicated landing page as part of our “On-board Experience” for passengers
- Regular blog posts featuring various Flavours of Tassie participants

Social Media

Regular features and updates about Flavours of Tassie will be posted across our social media channels tagging the relevant participants.

These will include:

- Videos across YouTube, Facebook and SpiritTV – our on-board TV channel.
- Images and videos on Instagram
- Blogs posted across Facebook and Twitter
- Creative Facebook advertising

Facebook Location Pages

Spirit of Tasmania has two Facebook location pages which passengers check-in to before boarding. These pages will be updated daily with the Flavours of Tassie participant on board for that sailing.

Devonport [facebook.com/spiritoftasmaniadevonport/](https://www.facebook.com/spiritoftasmaniadevonport/)

Port Melbourne [facebook.com/spiritoftasmaniamelbourne/](https://www.facebook.com/spiritoftasmaniamelbourne/)

Connect with us on Social Media

We encourage all Flavours of Tassie participants to follow us on social media and we will return the follow.

Facebook: SpiritofTasmania

Instagram: @spritofTas

Twitter: @spiritofTas

We request all Flavours of Tassie participants create at least one post during their sailing in return for our marketing activities.

Our hashtags to use:

#spritofTasmania

#spiritedtraveller

#flavoursoftassie