



Join the Program—It's Free!

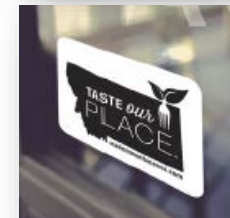
Taste our Place is a new program under *Made in Montana* dedicated to promoting Montana-sourced food and drink and the places that serve them.

If you want to use more local ingredients on your menu—and capture more customers in the process—this is the program for you!

With support from the Montana Departments of Agriculture and Commerce, *Taste our Place* members will have access to suppliers and a promotional platform to reach consumers.

WHY YOU SHOULD JOIN

- **No-cost promotion and marketing:**
 - Free online listing on the MADEINMONTANAUSA.com Food and Drink section; integration with state/regional tourism-related sites like VISITMT.com
 - Social media support
 - Earned media opportunities
 - Integration with regional and local tourism partners
- **No-cost collateral materials:**
 - Window cling
 - Table tents/table card you can drop your own logo into
 - Logo coasters
 - Pens
 - Vinyl sidewalk stickers to use outside of the business
 - ...and more!
- **Ingredient sourcing opportunities:**
 - Montana Food Show (October, Bozeman)
 - *Made in Montana* Tradeshow (March, Helena)
 - Matchmaking with local producers through other events, distribution networks, and partners



The Numbers Tell the Story

Food and beverage is a major part of the travel experience.

Non-resident visitors to Montana last year spent more than \$650 million at restaurants and bars. It's their #2 expenditure—topped only by gas—and they've told us they're looking for local food and drink options to experience the real Montana.

And that's not to mention the many Montana residents who seek out local options too!

WHO CAN JOIN

- Montana-based food and drink establishments serving menu items containing Montana-grown/made ingredients. *Foods/drinks must be considered ready to consume by the purchaser. Establishments selling ingredients that must be finished/prepared by the purchaser (stores, farmers markets, roadside stands, etc.) are not eligible.*
 - Must join the free *Made in Montana* program as a restaurant/bar (includes mobile food trucks) or as a producer with a distillery, brewery, winery, or cidery
 - **Restaurant members** must source as many locally available ingredients as reasonably possible while consistently using a major Montana ingredient (e.g., beef or Montana flour for pizza crust)
 - **Bar members** must serve a significant selection of Montana-produced spirits or have brews on tap
 - **Spirit/beverage tasting rooms** must use Montana ingredients, such as Montana barley, wheat, hops, honey, or fruits, in the production process.
 - **Must promote use of Montana-sourced ingredient(s)** on the menu, menu board, specials list, or other location
 - **Must be willing to use *Taste our Place* free collateral materials**

HOW TO SIGN UP

1. Complete an online registration for the *Made in Montana* program:
MADEINMONTANAUSA.com/Membership/JointheProgram
 - a. Choose the “Become a Member (APPLY)” option
 - b. Choose the “Register Online” option
 - c. Choose the “Producer/Manufacturer” option (don’t worry—you’ll be listed as a restaurant/bar after we approve your registration)
2. After we approve your registration, we’ll contact you and send you a package with more information and collateral materials.

QUESTIONS?

MEMBERSHIP & COLLATERAL

Made in Montana Program

madeinmontana@mt.gov | 406.841.2757

INGREDIENT SOURCING

Department of Agriculture

<https://agr.mt.gov/sourcelocal>
anelson@mt.gov | 406.444.0134