



sustainable
BUSINESS NETWORK
Reshaping Profit

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke

**Media release
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Top chef Shepherd Elliott to mentor winners of Wellington food business competition

Fledgling Wellington good food businesses have the chance to win free mentoring from experts including top local chef Shepherd Elliott.

The Sustainable Business Network and Wellington City Council (WCC) are bringing the Good Food Boost programme to Wellington.

Four businesses will be chosen to be part of an eight-week programme to receive support and guidance from leading mentors to give their businesses a boost.

“Wellington City Council is delighted to be able to support the Boost in coming to Wellington,” says Mayor Justin Lester. “The programme offers Wellington’s innovative food enterprises the opportunity to develop all aspects of their business.”

Wellington sustainable food businesses are invited to submit their applications from 24th July until 30th August.

Winners will receive four mentoring sessions from experts in food and business including Shepherd Elliott, the co-owner of Ti Kouka café, co-founder of Leeds Street Bakery, and founder of Shepherd restaurant, which serve fresh, local, organic food.



The other mentors are Kathryn Robinson (The Assignment Group), Teva Stewart (CommonSense Organics) and Richard Shirtcliffe (Coffee Supreme). Winners will also receive a strategy session with the FoodBowl or NZ Food Innovation Network's FOODPILOT project, and a one on one business development session with the Wellington Regional Economic Development Agency.

An experienced line up of judges including Sarah Meikle (Wellington Culinary Events Trust), Jo Madden (NZ Food Innovation Network), Sarah Adams (WCC Urban Agriculture) and Matt Morrison (All Good Organics and Karma Cola) will assess the applicants on a range of criteria covering everything from taste to traceability.

The Good Food Boost will enhance the profile of Wellington as the sustainable culinary capital and will contribute to our economy and reputation as a foodie destination. It provides a mentoring system that gives support and fast tracks the growth of good food businesses whilst improving our food systems for now and into the future.

The Good Food Boost is supported by our event partner Le Cordon Bleu.

For further information go to: sustainable.org.nz/good-food-boost

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