

Snail of Approval

The **Slow Food North Shore Snail of Approval** is awarded to restaurants, bars, food and beverage artisans, stores, and markets that contribute to the *quality, authenticity* and *sustainability* of the North Shore, LI area food supply and that have been deemed outstanding among peers.

What can the Snail do for your Business?

The **Snail of Approval** is a privilege that requires commitment to the principles of Slow Food—quality, authenticity, sustainability--and continual improvement on the part of the business. With such a commitment comes the reward of accessing our network of members and Slow Food North Shore supporters.

These are some of the advantages of the **Snail of Approval** to your business.

- A Facebook post announcing the SOA award to the business.
- Tweets announcing the SOA award to the business.
- A special email to our membership promoting a special event at the restaurant or business (with a discount or perk for members). Restaurants or businesses are required to host or contribute to at least one Slow Food event per calendar year.
- Retweet of the restaurant or business's tweets promoting any event/food special (need not be SFNS related).
- A Slow Food Facebook "like" of the restaurant or business's Facebook page.
- Reposting relevant Facebook updates on our page from the restaurant or business's Facebook page.
- A listing and review on the Slow Food North Shore's website with a link to the restaurant or business's website.
- Window decals/stickers of the SOA for restaurant or business to use to communicate its dedication to food (or drink) that is good, clean, and fair.
- An annual award ceremony with press coverage to announce the past year's recipients (restaurants will be encouraged to donate time or resources to the event).



FEES and DUES

Application fee \$50. (non-refundable)

Annual individual membership dues (required) \$60.

OUR AUDIENCE/REACH

Facebook followers: 680

Twitter followers: 100 followers

Active Membership Size: approximately 70

Email List: 1,350 subscribers

Events: We estimate we reach approximately 500 people monthly through our events, tastings, cooking classes, film screenings and service days.

Geographic Scope: We have members in Nassau and Suffolk counties.

To apply, fill out our application form and send with check \$110 (application fee and membership dues) to:

Slow Food North Shore
PO Box 384
Old Westbury, NY 11568