**How to run a Pie Stand**

The Hawke’s Bay Councils held pie stands in their local supermarkets. Their learnings were:

**Preparation**

* Visit to venue to confirm space and also powerpoint
* Arrive 40 minutes in advance to set up if indoor venue
* 30 minutes needed for packdown

**Promotion**

* Radio advertising was used to raise awareness of food waste and encourage people to visit the stand. A number of people said they had heard the ad and several people came into the store specifically because they had heard the ad on the radio. They gave away one pie maker at each store and also gave away two on air through the radio station.
* They held the stands in the supermarkets between 3pm-5pm as this was a high traffic time. They had approximately 50-60 people sample the pies and enter the competition to go in the draw.
* Many people were interested in talking about the campaign and food waste

**Staffing**

* In the Hawkes Bay the stands were held in Countdown Supermarkets. One staff member who was mannning the stand needed to complete an online H and S induction which cost around $100 and took 3 hours to complete. This is a requirement for any companies holding stands in Countdown Supermarkets. The induction wasn’t difficult.
* The stand was manned by one staff member and one volunteer from a local environment centre

**Pie Recipe:**

**Chicken and Cranberry Pies**

This fed approximately 60 people over two hours in a supermarket

* 3 loaves of bread
* 2 cooked chickens
* 1 ½ tubs sour cream
* 1 large jar cranberry jelly

Below is an action checklist for holding a stand at an event and making pies using a pie maker.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Action** | **Responsibility** | **Start** | **Due** | **Status** |
|  | Find available venue |  |  |  |  |
| Decide on days and times for stand |  |  |  |  |
| Confirm requirements with venue:   * Table * Power |  |  |  |  |
| Equipment | Pie makers |  |  |  |  |
| Event kit (table cloth, banner, flags, aprons) |  |  |  |  |
| Source other stand equipment: - extension cord and multi-box - rubbish bin for napkins (check what type) |  |  |  |  |
| Source cooking equipment:  - chopping boards, knives, tongs, cloths, plates, paper towels etc |  |  |  |  |
| Source napkins |  |  |  |  |
| Pen and entry box for competition |  |  |  |  |
| Arrange enough people to man stands |  |  |  |  |
| Pie makers for prizes |  |  |  |  |
| Food | Need to decide on what pie you will make – Sarah can provide recipes |  |  |  |  |
| Need to estimate ingredient quantities |  |  |  |  |
| Need to decide if going to ask venue or someone else for partial food sponsorship |  |  |  |  |
| Shop for food |  |  |  |  |
| Prepare food |  |  |  |  |
| Collateral | Handout to give people |  |  |  |  |
| Entry forms for competition |  |  |  |  |
| Other promo | Contact council communications person to help with promotion |  |  |  |  |
| Set up Facebook competition to promote stand and to win pie maker |  |  |  |  |