



**Fáilte Ireland**  
National Tourism Development Authority

## **Taste the Island Charter**

### **As a participating business I commit to:**

1. Promote and celebrate Taste the Island
2. Strive to use produce from the Island of Ireland
3. Prioritise sourcing local food and drink
4. Increase awareness of local provenance
5. Embrace a seasonal mind-set
6. Strive to deliver quality and value for money
7. Strive to operate sustainably and minimise and manage waste responsibly
8. Participate in the 'Taste the Island' visitor welcome programme
9. Sign up to Taste the Island brand usage and digital promotions guidelines\*
10. Deliver a new or dedicated event to celebrate Taste the Island under one/more of the pillars