

Slow Food Indy

Snail of Approval Application-Beverage

SNAIL OF APPROVAL INFORMATION

Slow Food Indy's Snail of Approval supports local businesses that support **Good, Clean and Fair** food for all. This program aims to drive traffic to the award recipients' businesses to encourage the slow food culture through local businesses patronage, and thereby further promoting sustainability.

Slow Food Indy
Snail of Approval
PO Box 2884
Indianapolis, IN 46206-2884

OR email: snail@slowfoodindy.com

APPLICANT INFORMATION

Beverage producer name:

Contact name, owner, or general manager:

Street address:

Phone:

Contact email:

Social media handles/hashtags you would like us to use:

Website:

Check all that apply: Brewery Coffee roaster Distillery Winery Other

I am member of Slow Food Indy (please circle): Yes/No

Would you like more information on becoming a member or a corporate sponsor?

Please choose 2 of the following that you are interested in: hosting a Snail event offering a discount or promotion for Slow Food members cross-promoting Snail & Slow Food Indy via social media

We understand the complexities and challenges of running a sustainable, profitable business that adheres to Slow Food core values. Approved businesses will adhere to the majority of criteria listed in order to meet our standards. Please be honest in describing your business needs, and describe your efforts to improve these areas.

Additional comments for Snail of Approval consideration:

Please attach a menu and/or description of your product(s).

Good, Clean & Fair Slow Food Principles

Good				
	Often	Sometimes	Never	Description/Example
Seasonality: Using seasonal, fresh, and/or local crops if applicable.				
Quality: Fresh and wholesome ingredients. Prepare and/or offer products with care and craft.				
Artisanal: Are products made from raw or base ingredients by the company? Has the business received recognition for their specialty (not necessary for approval)? Products should be created by applicants own business or other local artisans. Staff has taken classes or strives to perfect their craft.				
Clean				
Sustainability: Is packaging, by-product and waste sustainable/sustainably managed? What conservation practices are you using? Ex: Water, Electrical, Disposables, Fossil fuels?				
Products: Raw goods are produced responsibly, sustainably, and humanely from reputable providers. Ex: Coffee is from a sustainable farm, practices fair labor, etc.				

Low Impact: Recycle, Compost, Reusable. Minimize waste.				
	Often	Sometimes	Never	Description/Example
Connect with suppliers: How do you connect with your suppliers? How do you source your raw ingredients? Please share your sourcing and standards.				
Educate consumers: Company makes efforts to communicate with consumers about the importance of local and sustainable products. For ex: Good, clean and Fair as part of mission and marketing.				
Fair				
Fair Business and Labor Practices: Purchases raw materials from producers that pay fair wages. Promotes fair labor practices among staff and/or positively impacts the quality of life of that staff.				
Community: Participates and gives back to the community and supports Slow Food related events.				

Applicants will receive notice detailing if they met our criteria and next steps for receiving SOA (rules and maintenance). Applicants who are denied will be contacted in person to describe what steps are needed to become a Snail of Approval award winner.

Awardees receive Snail of Approval Seal decal to be displayed on storefront as desired. Slow Food Indy licenses awardees to display the Snail of Approval logo on their business’s websites and promotional materials for a period of two years. Awardees are listed, along with a description of products and services, on Slow Food Indy’s Snail of Approval webpage. Slow Food Indy monitors the integrity of awardee restaurants, artisans and local grocers through ongoing feedback from the Snail of Approval Committee and Slow Food Indy members. Snail of Approval certification is good for two years; renewal follows the initial process.

Signature: _____ **Date:** _____