

Cheese! It's a Natural FAQ



What is Cheese! It's a Natural?

This annual Armstrong based event has expanded to include more than just cheese. This year there is something for everyone to connect to our local food.

When is Cheese It's a Natural?

Friday, March 18 – Local Food and Buyers Mixer -Industry event.

Saturday, March 19 – Daytime event featuring cheese seminars, amateur grilled cheese and cheese ball contests, and local producers and processors. Evening features a ticketed pairing event - must be 19+ to attend.

Where is Cheese It's a Natural?

Hassen Arena – 3315 Pleasant Valley Rd. Armstrong BC

What is the new Friday night event?

New this year, this industry-only event brings together local food growers, processors and buyers. Vendors will have the opportunity to showcase their produce and products and meet our region's buyers, including's restaurants, hotels, and retailers, who are interested in increasing the local products they use, stock and sell.

How do I apply to be a Vendor?

Applications are open until March 1, 2022.

Please note, our receipt of your vendor application does not guarantee acceptance.

How do I find out if I've been accepted?

We will notify all applicants of their application status via email by March 1, 2022. Those who submitted applications received after the deadline will only be notified in the event that their waitlist application is successful.

How do I pay the Vendor fee?

We consider a range of factors when choosing market vendors. These include product category, business practices, presentation and originality. We value our relationships with our vendor community and as such, many are invited to return to each year. We do, reserve a number of spots for new vendors in order to maintain a unique festival each year.

What do I need to bring as a Vendor?

All vendors must supply their own table/seating/linens for your 10 x 10 draped space, enough stock to last 2.5 hours Friday, 6 hours Saturday, smiles for our guests, and all the water and snacks you will need for a busy day!

If I do sell out can I leave early?

We hope your supply estimates are accurate and you don't sell out! All vendors are required to remain **fully set up** and present at their space for the entirety of the event. It is important that those attending do not feel like they have missed the experience before it is even over. Please use the opportunity to network with the guests and other vendors while you wait.

What are some types of items that I could contribute to the "Grand Door Prize"?

Door prize items range from the different products you carry, examples include small food samples, beverage samples, and attractive branded goods. Promo products, or discount codes etc. are not accepted as door prize items. Each vendor is required to contribute one item for an amazing door prize to be won by one of our guests on the day of the event.

Do I get refunded if I have to cancel?

Vendor fees are non refundable. NO exceptions. Please refer to our vendor terms and conditions for more information on payment, insurance and on-site logistics.