



Join our nationwide Dal Trail!

The British Dal Festival is back for a third year from 21-31 March 2020 and we're planning a bigger splash than ever with the Dal Trail.

Restaurants, cafes and other eateries - and retailers too this year - across the UK are invited to take part.

How to be part of the 2020 Dal Trail

You'll highlight and offer at least one **dal or other pulse dish**
- or for retailers, a pulse recipe and ingredients -
to your customers during the 10-day festival.

Your offer will ideally run through the festival but selected days are fine.

The only other thing is to let us know what you're doing so we can promote your participation - and to shout about your fabulous dish / ingredients and the magic of pulses to your customers, the press etc...

To register your interest sign up at
<https://www.britishdalfestival.com/get-involved/dal-trail-sign-up/>

How we'll support you

- Full listing for every participant on our website
- A beautiful "We're on the Dal Trail" window sticker
- Sample box of ingredients from Kohinoor, Rajah, Hodmedod & others for the **first 300 participants to sign up**
- Recipe cards also available for retailers
- We'll include and tag you in at least one social media post
- Template press release to edit and send to your local media

#BritishDalFestival #OnTheDalTrail

About the British Dal Festival

The British Dal Festival is a nationwide celebration of the magic of dal, encompassing the Dal Trail of shops & eateries across the UK, and a special Dal Edition of Bristol's Night Market.

Launched in 2018 in Bristol and expanded across the UK in 2019 the festival has met with great acclaim and enthusiasm and has received considerable media attention, including extensive coverage on BBC Radio 4 and Radio 6 Music, and in the Guardian and other national publications.

"a timely celebration of the humble pulse: versatile, healthy, sustainable, cheap, delicious, and one of our best weapons in the fight against climate change"

Cerys Matthews, broadcaster, cook, author, singer

The festival is an initiative of Pulses UK and part of international celebrations of pulses encouraged by the United Nation's designation of 2016 as the International Year of Pulses and 10th February as annual World Pulses Day.

Supported by the Global Pulses Confederation, the 2019 festival was highlighted as the biggest World Pulses Day event internationally.

Our reach

In 2019 the British Dal Festival achieved:

- 20 events in Bristol, London, Hampshire, Manchester, Leeds, Lewes, Nottingham, Suffolk, Norwich
- 53 official Dal Trail outlets in Bristol, London, Birmingham, Leeds, Whitstable, Newquay, Bath, Halesworth, Margate, Cambridge – and at least 20 renegade unofficial outlets!
In 2020 we're aiming for over 300 outlets
- Over 1.3 million #BritishDalFestival impressions and reach of 500,000 during the week of the festival alone
 - Over 30,000 unique visitors to britishdalfestival.com
 - Media appearances on BBC 6 Music's Cerys Matthews Show and BBC Radio 4's Kitchen Cabinet
 - National and local press coverage

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