

Proposal Name: Ape Food Festival 2022

Proposal Category: Brand Decision

Abstract

Celebrate the Apes' Love for Food this festive season with the first Ape Food Festival in [OneRare](#), the Food Metaverse, to be held in the last week of December 2022.

OneRare has created an exclusive Gamified Food Menu inspired by the Apes, featuring 3 Dishes- Bored Banana Burger, Bored Banafries and Bored Sushi-Nana. These recipes all feature a star ingredient, Bored Banana- loved by the Apes.

Each dish has a recipe just like the real world, and users must collect all ingredients as per the recipe to mint the Dish NFT. Through the exclusive Ingredient Pool, APE holders (with >1 \$APE) will be able to claim Bored Bananas and other ingredients required to cook up these dishes & use them in upcoming games.

Enjoy our enchanting gameplay as we put the spotlight on the potential impact of the Ape Community on the Global F&B industry. We seek to bring out the foodie personality of the Apes and build a food ecosystem that can build towards APE domination in real-life as well.

Motivation

Through the pandemic, we have seen the Global F&B businesses experience major upheaval - as much of the food business shifted from dining to deliveries. Every time such a black swan event takes place - markets transform irreversibly presenting new challenges and opportunities.

A key trend that has emerged is the advent of virtual restaurants and increasing diffusion of new brands. At OneRare, we are building new business models for the F&B industry leveraging Web3, NFTs and gamification.

New, emerging markets also need new brands. The APE Community is at the forefront of Web3 Adoption and expanding their horizons into various traditional industries. As long time fans of the ape project, we feel that \$APE can have a big role to play in shaping the innovation that lies ahead in this industry and finding mass adoption.

A Bored ape is a hungry ape and there is strong synergy with the Food industry. With a coin, a brand and the organization that a DAO brings, there is lot to explore in this space. Many food projects have already started being built on the strength of the community.

Since buzz and branding is so crucial to this space - we want to highlight the Apecoin X Food3 space through an experimental real life playable crossover game.

Rationale

The strength of the APE community comes from nurturing an open Web3 for all. With your guiding values of Equality and Boldness, this proposal aims to provide equal opportunity to APE holders while bringing something new to the ecosystem.

[OneRare](#) is building the world's first Food Metaverse, aka, Foodverse. Featured in news outlets like [BBC](#), [Forbes](#), [Mashable](#) and [Eater](#), OneRare was recently in the news for tokenising recipes of 4 famous chefs including Saransh Goila (India's Top Young Chef), Anthony Sarpong (Michelin-starred chef), Deepinder Chibber (Masterchef Australia Contestant) and Vicky Ratnani (Celebrity Chef & TV personality).

OneRare aims to celebrate Global Food - and this celebration is incomplete without celebrating Web3 Foodies. Collaborating with OneRare will accrue the following benefits to the DAO.

- Allow the Apes to bring out a new side of their personality - their love for Food.
- Through our Bored Banana Menu, Apes can enjoy dishes designed specially for the APE community and use these NFTs to enjoy in-game privileges.
- Focus conversations on the APECOIN X FOOD theme.

Most importantly, this proposal allows us to try something exciting, edgy and experimental at the same time- in synergy with the true pioneering spirit of the APE Community.

Key Terms (optional)

Specifications

OneRare - How it Works

On OneRare, Gamers can mint dishes by combining ingredient NFTs in the [Kitchen](#).

Eg. Potato + Cooking Oil + Salt = French Fries

Each time a dish is minted, the minting difficulty increases as the next user will need x+2 of each ingredient to cook up the dish.

For example, to mint the second French Fries NFT , you will need 3 Potato + 3 Cooking Oil + 3Salt . As mints go up, it becomes harder to mint the dish, keeping a natural check on supply.

The dishes can be used to play various upcoming food themed games win prizes and upcoming IRL utility.

Ape Food Festival 2022

OneRare is proposing to host the Ape Food Festival 2022, where Apes will be able to mint 3 special dishes using the first-ever Ape Exclusive Ingredient, Bored Banana. This event will be scheduled for the festive celebration week between 25 December 2022 (Christmas) to 1 January 2023 (New Year).

The Festival Menu features Dish NFTs created by artists from across the world and drawing inspiration from one of the most loved foods by Apes - Bananas. With a magical twist, the Banana has transformed into the Bored Banana - made exclusively for the APE community and the star of our menu.

With this star ingredient at the crux, our festival menu features three dishes : Bored Banana Burger, Bored BanaFries and Bored Sushi-Nana. Let's check them out!

BORED BURGER

The ultimate grub for chillin' Apes, this Burger features a luscious Bored Banana Patty along with the classics.

Ingredients : Burger Bun, Bored Banana, Lettuce, Cheese, Burger Sauce

BORED BANAFRIES

Everybody loves Fries, but the Banafries are more than love. Topping fried Bananas with a touch of cinnamon, the Banafries are perfectly sweet and salty.

Ingredients : Bored Banana, Oil, Sugar and Cinnamon

BORED SUSHI-NANA

Beating the summer blues with some fresh rolls, the Bored Sushi-Nana features refreshing ingredients like Banana and Mango with a sesame drizzle.

Ingredients : Sushi Rice, Bored Banana, Rice Vinegar, Nori, Sesame Seeds, Mango

*Please Note : Artworks are displayed in Low Resolution GIF format due to forum software constraints. Actual artwork will be minted in High Res Animated SVG Format - Like [\[Here\]](#)

[\(Farmer's Market | OneRare Foodverse\)](#)

HOW TO COOK YOUR APE DISH

As per the norm at OneRare, a user must have all the correct ingredients to cook up the dish. All the Ingredients mentioned in the Ape Festival recipes will be put into a special NFT Claiming Pool, which will only be accessible to APE Holders. Apes can claim these NFTs to cook up their dish, or trade them to other players to help them mint their dishes.

A total of 30000 randomised Ingredients will be made available of which 12,500 will be bored bananas.

Ape Community Wallets that hold more than 1 \$APE Assets will be whitelisted to gaslessly receive NFTs from and ingredient faucet based on their holding.

Users with 1 to 10 \$APE - 05 Ingredient NFTs each (Randomised from pool)

Users with 10 to 100 \$APE - 10 Ingredient NFTs each (3 Bored Banana + 7 Randomised)

Users with 100 to 1000 \$APE - 20 Ingredient NFTs each (6 Bored Banana + 14 Randomized)

Users with 1000 to 10000 \$APE - 50 Ingredient NFTs each (15 Bored Banana + 35 Randomised)

Users with >10000 \$APE - 100 Ingredient NFTs each (30 Bored Banana + 70 Randomised)

The Minting Difficulty of the Dishes will be the same as OneRare Kitchen rules, which means minting the dish as fast as possible gives you a significant advantage of needing lesser ingredient NFTs. APE holders can collect all the required ingredients and mint their APE dish.

*All Unclaimed NFTs in the claiming pool at the end of campaign will be verifiably burnt at a predetermined date and time.

****Limitation :** It will not be possible to factor in APE Coin held on CEXs for the purpose of this whitelist.

*****No purchase of any kind is required from the community to participate in the APE Festival.**

Steps to Implement

For implementing this campaign, we are looking at the following steps :

STEP 1 : Creation of Bored Menu with Ape-inspired Dishes and Artwork (Done)

STEP 2 : Approval from the APE DAO for the campaign with feedback (Awaited)

STEP 3 : Activating Celebrity Chefs, Ape Food Projects & Industry Partners for bringing awareness to the Festival.

STEP 4 : Launching the Campaign with the campaign dates across Social Media and all relevant platforms

STEP 5 : Launch Day - Releasing the Whitelist and Launching the Claim Pool

STEP 6: Report to the DAO with the results of the Campaign and potential next steps.

Timeline

October-November

Approval of the Proposal by the Ape Community

- Interact with the Ape Community to get feedback & approval.
- Assemble a crack project team.
- Define performance parameters for internal team promoting campaign.
- Finalise UI/UX and faucet contracts for the Festival

November - December

- Assemble A-Team of Influencers and APE brands to partner with.
- Finalise Event Dates and Make Community Announcement
- Build conversations and buzz around the APE Food Festival
- Reach out media partners and promote this campaign on Twitter, Reddit, Discord & Telegram
- Test and Operationalise User Flow.

December End

- Execute the Apecoin Food Festival in the last week of December (X-Mas & New Year)
- Activate all stakeholders, partners & align major media platforms.
- Collect data to report back to the ApeCoin DAO
- Burn unused ingredients if any.

Overall Cost

This proposal costs zero and only requests a brand decision to allow us to host the Ape Food Festival in official collaboration with the Apecoin DAO.