



July 2010

WORCESTERSHIRE LAUNCHES FOOD & DRINK TRAIL

Launched at the BBC Good Food and Gardeners World Live Show, Worcestershire has created a Food & Drink map to allow visitors and locals alike to get a true taste of the county.

The Food & Drink Trail leaflet includes details of Farmer's Markets, events, producers and retailers that supply the best local food and drink.

Covering everything from cheese to chocolate and beer to bangers, the leaflet will be available from Tourist Information Centres across Worcestershire.

Commenting on the launch of the leaflet, Visit Worcestershire Manager, Simon Tipple, said:

"Buying locally is not only good for the local economy, it's good for the environment as it reduces food miles. It is also a major part of the visitor experience when on holiday.

The consumer knows the precise provenance of the produce they are eating and can rest assured that it's fresh".

Heart Of England Fine Foods (HEFF) were also involved in sourcing the businesses included in the leaflet to ensure the quality of entries.

ENDS

For further information and images, please contact Sara Stewart on 07833 467774.

Destination Worcestershire is the official public/private partnership promoting the county of Worcestershire as a tourist destination. For more information including What's On, Where to Stay and places to visit see: www.visitworcestershire.org