



Source: Berwick Advertiser (Main)
Edition:
Country: UK
Date: Thursday 19, August 2010
Page: 13
Area: 434 sq. cm
Circulation: ABC 7392 Weekly
BRAD info: page rate £4,549.05, scc rate £9.19
Phone: 01289 306 677
Keyword: Slow Food

> durrants

Tourism business to reap benefits of food festivals

TOURISM officials are hoping local visitor attractions and accommodation providers will use the Berwick Food Festival to offer more locally-sourced produce on their menus.

Made in Northumberland, a Northumberland Tourism project, will be supporting both the Berwick festival on September 11 and 12, and that in Alnwick a week later.

Officials will host a 'Meet the Producer' event on the Friday before each festival.

Helen Spark, project manager for Made in Northumberland, said: "Both Alnwick and Berwick are ancient market towns with a rich history and heritage, a focus on rural life and an iconic and timeless feel, providing a fantastic platform for a traditional food festival.

"We want businesses in and around north Northumberland to support their food festivals and join us for the Meet the Producer events to see how they can benefit from using local produce in their business".

Helen Farr, of Sloe Crafts, is one of the producers who has taken part in every single Alnwick and Berwick Food Festival.

Based on the family farm at Lorbottle West

Steads, near Thropton, her signature product is sloe gin made to a family recipe with fruit collected from Northumberland hedgerows.

She said: "I launched my first range of sloe gin at the Alnwick Food Festival in 2005 and it played a huge role in helping me raise my profile in the region.

"I have continued to support both festivals and I would encourage any businesses that are looking to source local to come along, having everyone in the same place at the same time will make it easy for them to meet a great selection of producers."

Berwick Food Festival, now in its third year, is organised by the town's Slow Food Group. Recently praised by the organisation's head office as being one of the most proactive groups in the UK, the committee has worked hard to encourage the whole community to think local.

They will host the first Meet the Producer lunch on Friday, September 10, in the festival marquee.

Following a keynote address from Pascal Watkins, director of Yorkshire's Angel Inn, in Hetton, on how thinking local can add value to a business, guests will enjoy a three course lunch.

The ingredients will be sourced from a selection of the festival's thirty plus stall holders and created by DM Catering, who will provide a menu of local food and drink throughout the festival weekend.

They will also have chance to try some of the 30 real ales and local ciders that will be on offer at the festival.

Festival director, Lisa Wilson, said: "We were delighted when Northumberland Tourism approached us to work together on a launch event for the festival.

"The Made in Northumberland project has many aims in common with Slow Food including supporting small producers and encouraging those involved in hospitality to use local produce.

"This is not just a nice thing to do, Northumberland Tourism has done a lot of work to show people that sourcing in this way can actually add value to their businesses."

The following week sees the Meet the Producer take place at the Alnwick Food Festival, which is now in its sixth year and attracts more than 15,000 residents and visitors to the town over the course of the weekend.

Karen Larkin who has taken over the reins of the Alnwick event this year said: "Alnwick Food Festival is an excellent platform to show locals and visitors the wealth of produce available in the area.

"Our aim is for every pub and restaurant in and around Alnwick to sell, serve and promote local produce."

The Berwick Food Festival Meet the Producer lunch takes place on Friday, September 10, at 11.30am in the marquee on The Parade, Berwick.

The Alnwick Food Festival Meet the Producer event is on Friday, September 17, at Blackmore's of Alnwick starting at 11.30pm.

Local businesses are welcome to attend the lunch at the location most convenient to them but must RSVP to Helen Spark at Northumberland Tourism by email helen.spark@northumberlandtourism.co.uk or by telephone on (01670) 794520 by Friday, September 3, for Berwick and Friday, September 10, for Alnwick.

These events are kindly funded by Northumberland County Council.



Source: Berwick Advertiser (Main)
Edition:
Country: UK
Date: Thursday 19, August 2010
Page: 13
Area: 434 sq. cm
Circulation: ABC 7392 Weekly
BRAD info: page rate £4,549.05, scc rate £9.19
Phone: 01289 306 677
Keyword: Slow Food

> durrants



CHEERS: The organiser of the Berwick Food Festival, Lisa Wilson (left) and her opposite number at Alnwick, Karen Larkin raise a glass to this year's events.