

Wednesday, 12 July 2017

County's bounty is celebrated in new foodie guide

Welcome to Yorkshire is showcasing the very best of the county's food and drink with a special new guide – Yorkshire Feast.

The 44-page publication, launched today at the Great Yorkshire Show, covers everything related to food in our county including eating out, farm shops, tearooms, cookery schools, foodie retail outlets, Michelin-starred experiences and our top food producers.

And today Michael Gove, the Secretary of State for Environment, Food and Rural Affairs, made a special visit to Welcome to Yorkshire's stand at the show to learn more about the county's fantastic food and drink offerings.

Speaking at the Great Yorkshire Show, Secretary of State for the Environment Michael Gove said:

"Yorkshire is renowned for its high quality food and drink and I've been delighted by the delicious array of cheeses, cask ales and gins on show today.

Welcome to Yorkshire's new food guide is a wonderful way for people to discover this region's superb produce and find some hidden gems."

Sir Gary Verity, Chief Executive of Welcome to Yorkshire said:

"Our job of promoting England's largest county is made so much easier thanks to the breadth and quality of our food and drink sector. From grass roots suppliers, to cutting edge artisan producers and Michelin-starred restaurants this guide has all you need to discover the authentic taste of Yorkshire."

This A5 lifestyle publication will be inserted into the BBC Good Food magazine, distributed at all Welcome to Yorkshire events during 2017/18, and will feature on yorkshire.com which gets 11 million hits a year.

The 75,000 copies will be distributed by UK Tourist Information Centres and Yorkshire businesses including transport hubs, accommodation and attractions.

In addition to Yorkshire Feast, our food and drink trails also showcase the great variety of businesses, producers, and retail outlets across the county.

They include the ever-popular Trails including Ale, Tea, Dairy to Deli, Spice, Fish and Chips, and this year's latest addition – the Gin Trail.

40,000 copies of each Trail are printed every year and distributed for free across all of Welcome to Yorkshire's events throughout the year and to many of the county's accommodation and attractions.

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Images :L- R Secretary of State Michael Gove, Chief Executive of Welcome to Yorkshire Sir Gary Verity

Editors' Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £7 billion annually
 - The county's tourism and hospitality industry employs almost a quarter of a million people

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