

15<sup>th</sup> May 2018

## The Proof is in the Yorkshire Pudding

Not wanting to make a meal out of it when a culinary storm brews, *Welcome to Yorkshire* has served up a warm invite to the editor of the *New York Times* to sample the very best Yorkshire puddings on home turf. Following a report from across the pond, one of Yorkshire's favourite delicacies has taken a battering after being described by the award-winning US newspaper as a "Dutch baby" and a "large, fluffy pancake" to be dished up as a sweet treat.

<https://www.thetimes.co.uk/article/americans-get-roasting-over-yorkshire-pudding-dessert-8xq3zsnbs?shareToken=7eadf4a39ed7fcfa1d36cb6b1631638b>

Yorkshire is home to six Michelin-starred restaurants, and eateries across the county are world-famous for serving the very best of this Sunday lunch accompaniment. *Welcome to Yorkshire* would be delighted to show one of the Big Apple's most prestigious publications a bite of what Yorkshire has to offer.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire said: *'Nowhere is the Yorkshire Pudding celebrated more than its home county of Yorkshire! We are incredibly proud of our local dish served in all its forms but most famously as the absolute must on a Sunday roast! We would be delighted to welcome The New York Times over to Yorkshire to sample one of our favourite foods in all its glory in its stunning native, surroundings!'*

We're confident if they savour the great Yorkshire pudding in God's own county, this iconic dish will be served its just desserts.

**- ENDS -**

### 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 £8 billion annually

- The county's tourism and hospitality industry employs almost a quarter of a million people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

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