

SAVOUR STRATFORD PERTH COUNTY CULINARY FESTIVAL

Media Guide



WHY A CULINARY FESTIVAL?

Culinary Tourism has developed organically due to a surge in tourists' collective curiosity to experience regional cultures through food and food-related experiences.

It makes sense then to establish an annual event that celebrates and showcases all of the players in the food community—farmers, artisans, restaurants and chefs (and let's not forget consumers)—a festival that personifies a region's unique culinary character and furthers its reputation as a gastronomic hot spot on the food map.

Estimated attendance at last year's inaugural event:
3,000 per day

Projected attendance this year's event:
Up to 10,000 per day



WHY STRATFORD?

Stratford has a rich culinary culture fostered by a winning combination of superior Perth County produce, skilled food artisans, the world-renowned Stratford Chefs School and a vast array of restaurants whose offerings range from gastro-pub fare to haute cuisine.

Perth County's agricultural heritage includes one of the longest running farmers' markets in Ontario. The Stratford Farmers' Market was established in 1855 and, while the face of the market has changed, the spirit remains steadfast—top-notch food producers selling fresh, local and seasonal products in an atmosphere of community and camaraderie.

The character, nutrition and flavour of food grown in and raised on our region's soils makes for some unforgettable cuisine. Whether you're enjoying a crisp carrot just pulled from the ground, or preparing a meal at home for family and friends, or savouring a sumptuous gourmet extravaganza at one of the area's superb restaurants, starting with Perth County products makes a meal distinctive and sensational.

In its 25th year, the Stratford Chefs School is recognized throughout the world as one of the foremost cooking schools in the industry. With many of the chefs from the talented pool of Chefs School graduates remaining in Stratford, you know there is some amazing food being served up year-round at our myriad eateries. And with our consistently impressive tourism numbers coupled with a solid base of local residents with an appreciation for good food, Stratford has a disproportionately large number of restaurants per capita.

All of this agri-culinary excellence is deserving of an annual celebration, an event that shines a light on the gastronomic superstars of our kitchens, both residential and commercial.

“There's a synergy in the city and it's here, in one of the most promising culinary regions in the country, that you'll taste the possibilities that characterize the new Canadian cuisine.”

-Anita Stewart

“Savour Stratford is the most intimate and delicious food celebration of its kind in Ontario. I loved it!”

-Margaret Webb, Author
*Apples to Oysters: A food Lover's
Tour of Canadian Farms*

PRESENTING



CULINARY FESTIVAL

Saturday, September 26th - Sunday, September 27th

Set in the heritage district along the banks of the Avon River in Stratford, SS brings the best of Perth County food producers and artisans, musical and visual artists and alumni of the Stratford Chefs School together for two days of outdoor food markets, dining and tastings, concerts and art exhibits at the height of the harvest season.

NEW FOR 2009

Stratford Chefs School Learning Centre

High-Profile chefs, authors and industry experts presenting demonstrations and taste experiences to broaden your culinary horizons.

More going on under the tent!

The York Street Tent will accommodate three stellar ticketed events over the course of the weekend:

- The Stratford-Perth Museum 'Flavours of Perth' Pork Roast (5-8pm Saturday)
- BBQ, Brews & Blues (9-11pm Saturday)
- Savour Stratford Tasting (1-4pm Sunday)

York Street Carnivale

York Street merchants convert a quaint and picturesque roadway into an exciting & festive feast for the senses including sidewalk shops, cafés and street performers.

Monforte Kids' Tent

Among the many activities for our youngest foodies are cooking demonstrations with celebrity chefs Jamie Kennedy and Denis Cotter and local chef Sirka Sie. There will be all-day activities and food-related fun hosted in part by the Stratford Public Library and the Early Years Centre.

Enhanced Music Programming

An eclectic and robust roster of talented local musicians keep the main stage lively from 9am Saturday to 6pm Sunday. Also check out more fabulous music artists at the Saturday night BBQ, Brews & Blues event and the Sunday afternoon Savour Stratford Tasting, both in the York Street Tent.



“Now in its second year, this moveable feast is an exuberant, grass-roots, hands-on way to enjoy the food of Perth County.”

- Marion Kane

Food Writer, Broadcaster, Cook

TARGET MARKET

The Savour Stratford Perth County Culinary Festival targets both local residents and visitors. The primary target we are appealing to are “empty-nester” urban couples and singles; on average over thirty years old; well-educated, upper-income and sophisticated Canadian and American travellers seeking an authentic, quality culinary and cultural tourism experience – identified by the Ministry of Tourism’s segmentation analysis as *Upscale Adventurers* and *Young Go-Gos*. The secondary targets are *Provincial Families*. The catchment area includes the GTA, London, Kitchener-Waterloo, Ottawa, Detroit, Buffalo and New York

ACCOLADES & AFFIRMATIONS

In 2008, with a limited programme and promotion, the number of visitors and the almost sold-out, ticketed, Savour Stratford Tasting event, exceeded our objectives by almost 200%. More importantly key culinary decision makers and influencers, including high profile Toronto chefs, spread the word about the significance and quality of the event as compared to others in Ontario. As a consequence, the Stratford Tourism Alliance has been invited to participate at local and provincial culinary symposiums and is presented as a “best practice” by the Ontario Culinary Tourism Alliance.



CONTACT US

Savour Stratford... a great fusion of art, food & information for the masses.

Krista Long

Canadian Organic Growers



General Inquiries

Stratford Tourism Alliance

Email: info@savourstratford.com

Phone: 519.271.5140

Toll-free: 800.561.7926

Media Inquiries

Danielle Brodhagen

Email: STAculinary@gmail.com

Office: 519.271.5140 x5

Mobile: 519.801.5299



Sponsorship Inquiries

MaryAnn Reid

Email: maryann@madje.ca

Phone: 519-301-1445