



# 2011 Taste Trail

[www.tastetrail.ca](http://www.tastetrail.ca)

Prince Edward County's award-winning Taste Trail, what foodies call an authentic epicurean experience. A self-guided tour route, it links together Prince Edward County's finest artisanal food producers, restaurants, wineries (as well as a cidery and a brewery) - all dedicated to crafting products from local ingredients.



## Participant Information

### Purpose

- To link together local businesses (through branded road signage, a website and print brochure/map) that are dedicated to offering consumers locally-grown and/or -produced epicurean products.
- To present food and wine experiences in an exciting way to media.

### Objectives

- Drive High Yield Culinary Tourists to Taste Trail Businesses
- Offer added value experiences (the trail itself, promotions, Taste Trail packages)
- To support the branding of Prince Edward County as a Culinary Tourism Destination
- Create a financially sustainable model for the Taste Trail

### Criteria to Participate

**Taste Trail participants must adhere to the following criteria:**

**Beverage producers must:**

- be open six months per year
- display Taste Trail sign prominently
- link website to [www.tastetrail.ca](http://www.tastetrail.ca)
- offer and showcase on a regular basis beverages made with locally-grown and/or sourced products
- educate winery staff as to the purpose of the Taste Trail
- must purchase a listing on the Insider's Map to Prince Edward County
- must be a Taste the County partner

**Restaurants must:**

- be open six months per year
- display Taste Trail sign prominently
- link website to [www.tastetrail.ca](http://www.tastetrail.ca)
- offer and showcase on a regular basis menu items prepared with local ingredients and locally-produced beverages

- educate restaurant staff as to the purpose of the Taste Trail
- must purchase a listing on the Insider's Map to Prince Edward County
- must be a Taste the County partner

**Specialty food producers must:**

- be open six months per year
- display Taste Trail sign prominently
- link website to [www.tastetrail.ca](http://www.tastetrail.ca)
- manufacture food products locally from locally-sourced ingredients
- educate retail staff as to the purpose of the Taste Trail
- must purchase a listing on the Insider's Map to Prince Edward County
- must be a Taste the County partner

**Specialty food shops must**

- be open six months per year
- display Taste Trail sign prominently
- link website to [www.tastetrail.ca](http://www.tastetrail.ca)
- sell locally-grown and/or produced food products
- educate retail staff as to the purpose of the Taste Trail
- must purchase a listing on the Insider's Map to Prince Edward County
- must be a Taste the County partner

**Farm gate shops/marketplaces must:**

- be open six months per year
- display Taste Trail sign prominently
- link website to [www.tastetrail.ca](http://www.tastetrail.ca)
- sell locally-grown and/or produced food products
- educate retail staff as to the purpose of the Taste Trail
- must purchase a listing on the Insider's Map to Prince Edward County
- must be a Taste the County partner

**Cost to Participate**

- New Participants - \$150.00 per month + HST (based on 10 months)
- Renewing Participants - \$115.00 per month + HST (based on 10 months)

**Participant Deliverables**

- One Page Bilingual Listing in Taste Trail Guide
- One Page Bilingual Listing on Taste Trail Website
- Use of one 24" x 24" double sided, aluminum Taste Trail sign
- Use of Taste Trail logo for use in your business advertising

**Taste Trail is promoted by**

- Road signs along (401, ramp, tourist route signs on Hwy 33, 62 & 49, Cty Rds 10, 8 & 7)
- Taste Trail Guide and Map in conjunction with the Arts Trail Guide – 60,000 brochures
- Website - [www.tastetrail.ca](http://www.tastetrail.ca)
- Print – Magazine ads
- Participation in the Ontario Tourism Great Fall Drives Program
- Web – Web ads
- Participation at Trade Shows
- Events listings in various magazines, websites
- Media Tours

For more information about Taste Trail and its opportunities please contact:

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