



discover what's on our table!

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Congratulations to Our Champions!

Culinary tourism is the fastest growing sector of the tourism industry. In an effort to celebrate those communities, businesses and entrepreneurs who champion the culinary tourism industry in Ontario, the Ontario Culinary Tourism Alliance (OCTA) launched our inaugural Culinary Tourism awards for Leadership and Experience.

The awards ceremony was held this past Wednesday at the Ontario Tourism Summit Gala Dinner. The Summit was presented by the Ontario Tourism Marketing Partnership Corporation (OTMPC) and the Tourism Industry Association of Ontario (TIAO), and the gala award ceremony was to honour exceptional individuals in the tourism industry. The evening was hosted by Master of Ceremonies Brian Williams, Ontario's own award winning broadcaster, and held in Windsor Ontario, at the Caesars Windsor Casino. The Honourable Minister of Tourism, Monique Smith was on hand to join the award winners.

Recognized as our 2009 champions are; Windsor Eats Wine Trail Ride for the Culinary Tourism Experience Award. Essex County has some of the best wine in the world and there is no better way to enjoy the surrounding region than by pedaling your way through it. On a Windsor Eats Wine Trail Ride you cycle your way through the county and experience the tastes, sights and sounds of the region. Participants on the Wine Trail Ride visit 2-3 wineries on each ride and are then treated to a local meal made with products from Essex County. The cost of each ticket is \$25 and includes tastings, tours and the meal.

Our champions for the Ontario Culinary Tourism Leadership went to Taste the County™. For the past 10 years, Taste the County™ has built relationships between the agriculture and tourism industry to develop signature experiences such as the Taste Trail – a self-guide signed route through PEC linking wineries, breweries, cheese factories and restaurants that celebrate Prince Edward County's terroir. In addition to the Taste Trail, Taste the County™ has played an integral role in developing and managing culinary tourism events such as TASTE! *a celebration of regional cuisine*, Maple in the County, Countylicious and Harvestin' the County. The efforts of Taste the County™ have put Prince Edward County on the map as one of Ontario's leading culinary tourism destinations.

In addition to the recognition "Our Champions" received at the Ontario Tourism Summit, their efforts will be showcased during the Ontario Culinary Tourism Summit taking place on November 9th, 2009 during the Royal Agricultural Winter Fair and again, at the Ontario Hospitality Institute Gold Awards Gala in April of 2010.

We at OCTA are proud to support these leaders of their fields; as Barb Shopland, our Co-Chair has stated "Culinary Tourism in Ontario tells the magnificent story of our food, our land and our people. This years' champions exemplified innovation in story telling that satiates the growing appetite to experience local flavours."

Congratulations again to both of our champions!

For more information:

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