



PRINCE EDWARD COUNTY, Ontario, September 11, 2008 – Prince Edward County's annual epicurean experience, TASTE! *A Celebration of Regional Cuisine*, is preparing for its 7th year. Set against the backdrop of Picton's historic Crystal Palace, up to 2500 people are expected to attend the event from 11am to 5pm on Saturday, September 27th. From field to table, vineyard to glass, Taste! features the finest regional wines, beers, ciders, artisanal products and cuisine under one roof.

This year, Taste! has strengthened its partnership with local food producers by incorporating a farmers market. Black River Cheese Company, Cherryvale Organic Farm, Haystrom Farm, Maw's Lakeview Orchard, Stonehouse Farm, Sunset Farms, Vicki's Veggies, The Pastry House, and Fosterholm Farm Market are generously donating produce and products to be sold at the market; proceeds will be donated to the Picton Food Bank.

Judging the 2008 Taste! awards are a diverse and skilled group of culinary experts: Cinda Chavich, Calgary-based travel and food writer, Jamie Drummond, Head Sommelier to Jamie Kennedy's wine program, and Margaret Webb, food writer and author of *Apples to Oysters: A Food Lovers Tour of Canadian Farms*. Commencing the weekend's festivities will be a book signing by Margaret Webb at Books & Company on September 26th from 5pm to 6pm. Featuring cheese from Fifth Town Artisan Cheese, and wine from several Prince Edward Wine Route partners, the book signing will be an excellent start to a weekend full of culinary adventure.

"TASTE! is my favourite time of year as we all come together to celebrate the bounty of the fall harvest in the region," says Rebecca LeHeup-Bucknell, Executive Director of Taste the County™, the organizational body behind the event. "The partnerships between the growers, producers, chefs, winemakers and brew masters are inspiring!"

To purchase tickets for TASTE! *A celebration of regional cuisine* or for more information on the event, visit www.tastecelebration.ca or call 613.393.2796 (866-845-6644). Please note that Taste! is an age of majority event. Child Care will be provided at the Prince Edward County Curling Club (adjacent to the Crystal Palace) from 11am – 4pm. Children must be registered for childcare by noon on September 26th to ensure a spot.

Sincere thanks to our valued sponsors for 2008: Presenting Sponsor -- Wine Route of Prince Edward County, McDougall Insurance & Financial, Chestnut Park Real Estate Limited, Investors Group Financial Services Inc., Sysco Food Services of Central Ontario, Scout Design, Ridley Windows & Doors Inc., Homegrown Ontario, VIA Rail Canada, Classic Hits 95.5fm, The County Weekly News, Fifth Town Artisan Cheese, Gremolata, Ottawa Magazine, Toronto Life, 98.3 fly fm, Ontario Travel, and founding sponsor, The County of Prince Edward.

Developed and launched by the Municipal Economic Development Department in cooperation with Taste the County™ and the culinary community, Taste! *A Celebration*

of Regional Cuisine was created to strengthen the link between agriculture and tourism and brand Prince Edward County as regional culinary destination.

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