

Hugely successful ‘Taste Trail’ reveals not one, but two winners!

The hugely successful ‘*Taste Trail*’, organised as part of the recent *Royal Leamington Spa Food & Drink Festival*, has revealed two winning restaurants and two winners in its popular prize draw. *The Restaurant in the Park* and *Sabai Sabai* both received the highest and equal amount of gold votes. Beth Haycock from Leamington wins a meal for two at *The Restaurant in the Park* and Oliver Clarke, also from Leamington wins a meal for two at *Sabai Sabai*.

The initiative, organised by BID Leamington, encouraged people to visit up to 14 restaurants including *Mem Saab*, *The Clarendon*, *Sabai Sabai*, *The Slug and Lettuce*, *Strada*, *The Willoughby*, *Kokos*, *Mumbai Bluu*, *Seasons Restaurant*, *The Newbold Bar & Brasserie*, *Ask*, *The Restaurant in the Park*, *Bar 44* and *Tryst*. Visitors were able to sample their dishes for free and then rate each restaurant ‘gold’, ‘silver’ or ‘bronze’. Those that took part were entered into a prize draw to win a meal for two at the highest rated restaurant.

This year’s Taste Trail proved exceptionally popular with thousands of people walking round the town sampling free food. All 14 venues reported record visitor numbers and were delighted with the opportunity of showcasing their venues, especially in the current competitive climate. *The Clarendon* was voted second with *Seasons* receiving third place. *Koko’s* received the highest amount of silver votes. Newcomers *The Willoughby* and *The Newbold Bar & Brasserie* did well and *The Slug and Lettuce* proved popular due to the children’s entertainer.

Simon Firth, General Manager of *The Restaurant in the Park* stated “This was the first year we joined the Taste Trail and it’s been a great success. We had over 200 people through our doors on Saturday lunchtime”. Preecha Thaosantia, Manager of *Sabai Sabai* stated “The Taste Trail worked very well for us. During the two days we saw over 500 people who came to sample our food. We think it’s a great initiative”.

Beth Haycock, one of the winners stated “We really enjoyed taking part in the Taste Trail, it introduced us to places in Leamington we had never considered going. We’re really excited to have won the prize and are looking forward to our meal”. Oliver Clarke said “It’s a wonderful surprise to win one of the Taste Trail prizes; I genuinely felt that Sabai Sabai put out the best food during that weekend and I’m really looking forward to enjoying a good meal there soon!”

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Helen Smith, Executive Director of BID Leamington, stated “The Taste Trail has been a phenomenal success this year. Overall the quality of the participating restaurants and their efforts appeared to have added to the success of this year's Trail. We're already planning how to make next year's Taste Trail even more successful”.

The next food & drink related promotion in Royal Leamington Spa will be *Dine 2009* which will run from 12 – 18 October. 14 restaurants in the town will be offering a special £5 lunch and £10 two course dinner to encourage people to eat out during that week.

Further information on the Royal Leamington Spa Food & Drink Festival can be found at www.leamingtonfoodfestival.co.uk. For information on BID Leamington, please visit www.bidleamington.com and for information on Royal Leamington Spa, please visit www.royal-leamington-spa.co.uk

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