



New 'Taste Trail' at the Leamington Spa Food & Drink Festival

A 'Taste Trail' is being incorporated for the first time into the Royal Leamington Spa Food & Drink Festival'. The Taste Trail, which features 13 different restaurants in the town, encourages people to visit participating restaurants and sample their food free of charge. Restaurants participating include The Newbold Bar and Brasserie, The Leamington Bar and Grill, Nicolinis, Strada, Fat Birds Cafe, Grill Kitchen at The Fox, Mor, Mumbai Bluu, Voodoo Bar, Copper Pot, La Tasca, Thai Elephant and The Whale.

Visitors simply collect their Taste Trail map which will be available at the Festival or from the participating restaurants. They then choose a minimum of six restaurants from the list, visit the restaurant and sample their speciality dishes. At the same time the visitor will be required to rate the restaurant gold, silver or bronze and collect a sticker to show they have visited the establishment. Everyone who takes part will qualify for entry into a competition to win dinner for two at the winning restaurant.

The Leamington Spa Food & Drink Festival, which is free to attend, will take place on Saturday 30 and Sunday 31 August from 10am – 6pm at the Royal Pump Room Gardens. The aim of the Festival is to celebrate and showcase the very best that the town can offer and as such will help develop the reputation of Leamington Spa as a top food and drink destination.

The event has attracted some major High Street names such as Greggs, La Tasca and Starbucks as well as local cafes, restaurants and delicatessens such as Cafe Saint Jacques, Berties, Grill Kitchen at The Fox, Sabai Sabai, Country Bumpkins and Aubrey Allen. Other exhibitors include S H Jones, Hidden Eden, Deli-cious, Sarah Horne Chocolates, Bread and Co, Murphy's Bar and EducoGym.

Helen Smith, Executive Director of BID Leamington, stated "The Taste Trail is a fantastic opportunity for participating restaurants to show-case their produce to potentially new customers. At the same time, the Taste Trail will encourage visitors to walk around Leamington, explore the town and visit restaurants that they might not have been to before".

Further details about the Festival can be found by visiting <http://www.foodanddrink2008.co.uk/leamingtonspa.html>

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