



For Immediate Release
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PRESS RELEASE

Adventures in Taste Program Promotes Culinary Tourism in Nova Scotia

Halifax, N.S. – Adventures in Taste, a culinary tourism program developed in joint partnership between the Nova Scotia Department of Tourism, Culture and Heritage, Taste of Nova Scotia and the Winery Association of Nova Scotia will be launched at the Saltscapes Expo from April 30 to May 2, 2010.

“Our province has all of the ingredients to support a culinary tourism program like Adventures in Taste,” says Janice Ruddock, executive director of Taste of Nova Scotia. “We are home to one of the richest agricultural areas in Canada...we have the sea, the land and creative, passionate chefs that utilize our local products.”

Adventures in Taste is a collection of culinary experiences linking producers, wineries, restaurants, breweries, distilleries, agri/fisheries tourism providers, tours, farmers’ markets, u-picks and culinary festivals and events throughout the province.

“This program is all about educating people about the culinary experiences available in our province and providing them with established tools to help them find these experiences,” says Ruddock. “We want to share our distinctive, award-winning wines, the talents of our local chefs and producers and of course our breathtaking scenery...the natural resources we have here in Nova Scotia is what make all of this possible.”

At Saltscapes Expo, attendees can stroll through the Adventures in Taste Picnic Park and enjoy locally-inspired Lobster Cappuccino from Crown Bistrot (Halifax), Bocadilla de Tortilla Espanol from Fleur de Sel (Lunenburg) as well as a selection of wines from Muir Murray Estate Winery (Wolfville).

To access local culinary information, consumers can download the Adventures in Taste mobile application by following the links on the website www.adventuresintaste.ca. iPhone users will also be able to download the application through Apple’s App Store in early May.

Culinary Tourism is recognized by tourism professionals as one of the most popular niches in the global tourism industry. Culinary and wine tourism has been identified as sectors that can drive increased tourist numbers and increased length of stay and spending by visitors. According to the International Culinary Tourism Association (ICTA), Nova Scotia is currently recognized as one of the world’s culinary tourism hotspots.

For more information about Adventures in Taste membership, the mobile application as well as culinary experiences throughout Nova Scotia visit www.adventuresintaste.ca.

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About Adventures in Taste

Adventures in Taste is a culinary tourism program developed in joint partnership between the Nova Scotia Department of Tourism, Culture and Heritage, Taste of Nova Scotia and the Winery Association of Nova Scotia. Adventures in Taste showcases unique and memorable culinary and wine tourism experiences authentic to Nova Scotia's culture, heritage and lifestyle. www.adventuresintaste.ca