



PRESS RELEASE

Foodfest 2014 Date Announced

24th June 2014

The date for Foodfest 2014, North Devon's top food and drink festival, has been announced by organisers North Devon+.

This year the event will take place on Sunday 19th October at Barnstaple's Historic Pannier Market and will feature over 80 local food and drink exhibitors, chef demonstrations and tastings.

The two Michelin-starred Devon based chef Michael Caines MBE will be making a welcome return for the fourth year running, providing cooking demonstrations and talking about his connections with the area and his passion for local food. This year in response to public demand, the upstairs of the auditorium will be open for Michael Caines' demonstration offering additional seating and capacity.

Local residents and visitors are being reminded to note the date in their diaries, whilst exhibitors are being urged to book their place at Foodfest now, to secure their space at the increasing popular event.

Kristy Webbe, from North Devon+ said: "This is the seventh Foodfest which aims to showcase the finest food in the area, and celebrate the strong network of quality suppliers, growers and traders.

"Foodfest generated a significant amount of business, providing a huge boost to the town's retailers and the local economy as a whole. As the biggest food event in the area, demand for exhibition space is high and stands get booked quickly – we'd like to ask exhibitors old and new to apply for their space now, to ensure they don't miss out."

The annual celebration of North Devon's finest food has grown since it was launched in 2008 – last year the event attracted over 14,000 visitors, breaking all previous records.

North Devon based business Boom Kitchen, which exhibited at the event for the first time last year, say their awareness increased as a direct result of attending Foodfest.

James Doel at Boom Kitchen said: "We attended the event for the first time last year and saw huge results – on the day we sold out of our curry kits and won new retail accounts off the back of it. Since the event, awareness of our brand has shot up. It's great to bring all the local food producers and restaurants in our region together and showcase what's on our doorsteps. It's also a really fun day out so we're looking forward to attending again this year."

Foodfest will take place on Sunday 19th October 2014 at Barnstaple's Historic Pannier Market.

The event would not be possible without the support of The North Devon Fisheries Local Action Group, North Devon Council, BID Barnstaple, Johns of Instow and Appledore, Rangemoors and Ashgrove Kitchens.

The exhibitor booking line opens on the 1st of July. For more information, or to request an exhibitor form please email Kristy Webbe at kwebbe@northdevonplus.co.uk or call North Devon+ on 01237 426426.

ENDS

Notes to editors

For more information regarding this press release contact: Emma Parker Reynolds at Coast on 07944 360631 or the Coast main office on 01579 352600.

About North Devon +

North Devon+ is the economic delivery agency for North Devon and Torridge. We provide a primary focus for regeneration, tourism and business development. As the economic delivery agency for the area, we work with Torridge District Council, North Devon Council, Devon County Council and the private sector to deliver projects and initiatives that encourage and support business growth, improve quality of life, and address social and economic inequalities. North Devon+ is a member of the National Enterprise Network. Visit www.northdevonplus.co.uk for further information.

Foodfest

Initiated by the North Devon+, Foodfest is part of an ongoing regional campaign to support local food and drink producers. Launched in 2008 with European funding via the Leader4 food

and drink project, FoodFest has now been self-financing since 2011 with funding instead provided by North Devon+, North Devon Council, BID Barnstaple and the Northern Devon Fisheries Local Action Group (FLAG).