



PRESS RELEASE

From Barrel to Bottle – only the best for Foodfest

09th October 2014

As one of the regular sponsors of Barnstaple's annual Foodfest, Johns of Instow and Appledore will be bringing the award winning 'From Barrel to Bottle' to the event this year.

Now in its seventh year, Foodfest 2014 will take place on Sunday 19th October 2014 at Barnstaple's Historic Pannier Market.

With a history going back over 70 years and in their second year as event sponsors, Johns will be bringing something new and rather special to tempt both local resident and visitors.

'From Barrel to Bottle' is a new concept – bringing wines from independent vintners across the world to wine lovers at home. Johns will be stocking barrels of red as well as chilled white and rosé wines that cannot be bought or sampled in supermarkets or other wine stockists in the region.

The idea is simple, customers purchase a refillable 75cl wine bottle and refill it as often as they like for a standard charge. The barrels are changed with new stock every 6 weeks and the wine is ready to drink at its perfect temperature making it ideal for dinner parties.

Gift packages and refill bottles will be available at Foodfest – perfect for Christmas presents, and enjoying at the festival while sampling all the other exciting foods on offer.

Johns is well known for its passion for high quality foods, constantly bringing new and exciting products to customers. Opening their first store in Instow in the 1940s, the family owned business has always been committed to supporting other local businesses across the region.

Anthony Johns owner of Johns of Instow and Appledore said: "Sponsoring Foodfest is something we are very delighted to do. Johns is proud of its independent producers who

always provide us with the best locally sourced high quality produce you can find anywhere. They are an important part of what's made us so successful for over 70 years.

People enjoy great homemade food and local produce in our award winning delis and café. Foodfest gives us all a great opportunity to show what we have to offer and have fun at the same time. “

Launched by North Devon+ in 2008 with European funding via a Leader4 food and drink project, FoodFest has now been self-supporting since 2011.

Kristy Webbe from North Devon+ said: “Foodfest is a celebration of the best that North Devon's growers, producers and suppliers have to offer. Growing year on year, the event provides a huge boost both to the local economy and Barnstaple's retailers.

“The last event attracted a record-breaking 14,000 visitors and we have every indication that it will be bigger and better this year.”

Run by North Devon+, Foodfest is at the heart of the economic regeneration company's campaign to support local food and drink producers.

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.

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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).