



## **NEWS RELEASE**

**Tuesday, September 30, 2008**

### **Thousands descend for a slice of Kent**

Brilliant autumn sunshine greeted the 30,000 people estimated to have visited the Euro Fair with the Kent Food and Drink Festival held at the Dane John Gardens, Canterbury.

The three day festival was packed from the moment the gates opened as shoppers descended to discover and buy the very best of Kentish produce, as well as varieties from across Europe. Cookery demonstrations, wine and beer tastings, as well as live music meant visitors were treated to a great day out at the event, organised by Canterbury City Council in partnership with the county's food and drink champion Produced in Kent.

The centerpiece of the festival was a magnificent food and craft market, featuring an extensive range of stalls many of them showcasing the products of Produced in Kent members including game, seafood, beer, cider, cheese, meat as well as fresh fruit, vegetables, pottery and silver.

Producers enjoyed a bumper weekend with many selling out of stock by the end of the weekend. Produced in Kent Manager Julie Monkman said the event was incredibly successful and proved there was a real appetite for buying fine food locally.

She said: "Our core message is that buying local produce is good for the economy, good for the environment and good for the consumer in terms of health and quality. The Kent Food Festival has been a brilliant example of how people are changing their buying habits and looking increasingly to source their food locally. This needs to be a habit they continue.

"Our members enjoyed a fantastic weekend with many visitors saying the Produced in Kent market was the highlight of the event. It was great to see so many visitors across the three days and was also wonderful for people to be able to talk directly with producers to discover information on provenance, cooking and recipe ideas. The cookery demonstrations proved extremely popular with standing room only.

Other highlights of the weekend included offers at city centre restaurants and stunning street entertainment, which helped to spread the festival atmosphere across Canterbury.

To find out more about Produced in Kent visit [www.producedinkent.co.uk](http://www.producedinkent.co.uk).

## **ENDS**

### **For further information contact:**

- Andrew Metcalf, Jez Durrant, Maxim
- Tel: 01892 513033
- [andrew@maxim-pr.co.uk](mailto:andrew@maxim-pr.co.uk)
- [jez@maxim-pr.co.uk](mailto:jez@maxim-pr.co.uk)

### **Notes to editors**

### **Produced in Kent**

Produced in Kent is a not-for-profit organisation, which works with food, drink and craft producers within the county to promote fresh produce, local sourcing and a reduction in food miles. Its ethos also aims to reduce food packaging and protect the rural landscape of Kent. It is jointly funded by Kent County Council and Hadlow College.

**Picture Captions:**

**Pink 1: Visitors enjoy the delights of the Kent Food Festival**

**Pink 2: Visitors enjoy the delights of the Kent Food Festival**

**Pink 3: Mark Rossi, the Executive Chef, at the Abode Hotel, Canterbury, shows how to cook snails bred in Kent.**