



A BevTour Events Guide

featuring 36 case studies on food and beverage tourism from 11 European countries



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Participating Organisations

A team of 12 organisations from Estonia, France, Germany, Greece, Ireland, Italy, Portugal, Slovakia, Slovenia, Spain and the United Kingdom.



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Food & Beverage Tourism

**A comprehensive guidebook
featuring 36 case studies
on food and beverage
tourist destinations
across 11 European countries.**



Co-funded by
the European Union

Preface

As a further education college, rated Outstanding by Ofsted and with an enviable record of both student achievement and employer engagement, Strode College is proud to take the lead role in this exciting international project. High-quality food and cider production, produced by both individual artisans and larger-scale manufacturers, plays an increasingly significant role in the Somerset economy and tourist industry.

Both in an educational sense and through its vital contribution to the rural business community, Strode College is positioned well to lead this consortium in pursuit of the “BevTour” aims. European members, who have helped to create this initiative, also have immense experience in developing, organising and leading industry- focused projects to enhance the curriculum, including delivering professional training internationally and have previously participated in a number of EU- and Government-funded programmes.

The Somerset Growth Plan clearly recognises the need to raise aspirations amongst young people to ensure innovation within a landscape consisting mainly of small and medium-sized companies (SMEs). Local businesses, especially those in food and drink production, identify the creation of a highly skilled workforce as paramount in enabling them to take advantage of current development opportunities and Strode College has an essential role to play in this ambition.

Strode College (project lead partner)

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Picture Credits



DESTINATIONS

Roosiku Chocolate Factory

Background

Roosiku chocolate factory is located in the old Roosiku school which was built in the year 1881. The school operated here until 2008 when the house was abandoned for several years and left to its fate. In 2015, the Alev family decided to move into this building with their six children. The house itself also houses a small family-run chocolate factory, which mainly produces organic raw chocolate bars and candies for export. Today, this house also offers an ice-cream café and a small cosy chocolate.

The Experience

The Café in the heart of Roosiku, the perfect place where customers can taste a cup of aromatic coffee, tea or cocoa with a large amount of chocolate, unique ice cream and/or raw cakes. There is also the possibility of accommodation, where guests from further afield can relax after a long evening behind the chocolate table, and then continue the tastings downstairs in the morning.

A perfect place where visitors can taste the excellent chocolate, immersed in a family atmosphere. The uniqueness of this factory is that it is surrounded by gently rolling hills and forests where the Alev family gets a lot of inspiration from pure nature. Besides, the production is vegan, with low sugar content and the ecological line follower.

In fact, Roosiku chocolates are made by unique recipes from the best organic, wild and primarily raw ingredients.

Key Information

Roosiku, Estonia

Because of the pandemic it is necessary to book.

The best transport option is a flight to Tallinn airport where you can rent a car.



Moreover, white sugar has been replaced by coconut-blossom sugar and berries from Estonian forests are freeze-dried. Most of the production is dedicated to raw chocolate. But unlike the widespread understanding that raw chocolate is something strong and bitter, the Alev family has created a series of products and recipes that can refute this myth with its softness, silkiness, and taste nuances.



The former primary school house that now houses the Roosiku Chocolate Factory

DESTINATIONS

The Beelitz Asparagus Route

Background

Commercial asparagus cultivation in the Beelitz area goes back to the year 1861 when a farming citizen of the town, Carl Friedrich Wilhelm Herrmann, started planting the vegetable in one of his fields. Until then, asparagus was widely unknown in the region and could probably only be found at aristocratic tables.

Herrmann soon found imitators as the “white gold” became increasingly popular. By 1900, the Beelitz area was a main supplier of asparagus at Berlin’s central market. During the second world war, asparagus cultivation lapsed. The vegetable didn’t provide enough calories. For similar reasons it played a very minor role in the Democratic Republic of Germany’s collectivised agricultural production and only survived in private gardens and fields.



Sculpture of CFW Herrmann, who started asparagus cultivation in the Beelitz area.

In the early 1990s, local farmers and newcomers, however, successfully revived the tradition, creating a local association, Verein Beelitzer Spargel e.V., that today counts 14 asparagus producers along with the municipality of Beelitz. Continuous efforts by the association to promote the “noble vegetable” finally showed results. Since 2018 asparagus from Beelitz benefits from the European Union’s label as a protected geographical indication (PGI).



Key Information

Beelitz, Germany

April – June

By train from Potsdam and Berlin. By road via Bundesstraße 2 and Bundesautobahn 9





Info chart on the cultivation of white asparagus at Schlunkendorf

Early ideas to create a Beelitz Asparagus Route finally led to concrete plans in 2014 and their implementation in 2017, linking asparagus farms from the castle and lake of Blankensee in the east, to Lehnin in the west. The route has since been extended east to Trebbin.

The association also created a small asparagus museum, today located in Schlunkendorf near Beelitz, that traces the history of asparagus cultivation in the area. A hiking and educational trail connects the town of

Beelitz to this hamlet. The first Asparagus Queen has been elected in 1997.

She occupies a central place during the symbolic first tapping in April and the yearly asparagus parade organised in Beelitz during the first weekend in June and represents Beelitz asparagus at regional and even national agricultural fairs. Since 2013, Beelitz officially received the right to call itself Spargelstadt (Asparagus Town).

During the asparagus season between April and June, asparagus farms are opening their gates to visitors who can inform themselves about the production, buy fresh asparagus and relish one of the numerous asparagus dishes or buffets served at temporary farm restaurants. The season opens with the first symbolic tapping in early April at one of the farms in the presence of the asparagus queen and ends on 24 June. Fresh asparagus is also sold at countless stands on the border of fields, along the roads or in villages and towns as well as in farm shops while local restaurants give a prominent place to the “royal vegetable” on their menus.



Asparagus sale stand.

A seasonal highlight is the Asparagus Festival in Beelitz which takes place during the first weekend of June. The festival, organised by local asparagus farmers, artisans, associations and schools, includes a parade of more than fifty decorated floats with an asparagus pyramid and horse-drawn carriages, accompanied on foot by Spargelfrauen, women in traditional costumes. Food stands, farms and restaurants in the town offer a wide range of asparagus dishes and there is also a programme of live music.

Outside the festival, visitors keen on learning more about the local history of asparagus can pay a visit to the asparagus museum in the neighbouring hamlet of Schlunkendorf, linked by an educational trail to Beelitz.



Squash exhibition at the asparagus and adventure farm Klaistow.

The over 50km-long Beelitz Asparagus Route is not so much a prescribed itinerary as an invitation to visit farms, the museum and other points of touristic interest. Those eager to discover the area on foot may want to walk the 24km-long asparagus trail (Spargelweg) which starts at Potsdam's central railway station and ends in Beelitz. Bicycle enthusiasts will find a dense network of cycling paths. Food tourism does not end with the last asparagus being harvested. The area also offers other farm products worth exploring, such

as blue berries in Summer, squashes and, after Saint Martin's day, geese.

Selection of producers involved

Obst- und Spargelhof Leue Gbr – Spargel- und Gemüsehof Hugo Simianer und Söhne – Spargelhof Klaistow Produktions GmbH & Co. KG – Spargelhof Beelitz GmbH & Co. KG – Spargelhof Märkerland – Spargelhof Schlunkendorf GmbH & Co. KG – Hofladen Reesdorfer Bauern – Syringhof – Spargelhof Josef Jakobs – Spargelhof am Storchennest – Spargelhof Elsholz – Jakobs-Hof Beelitz – Spargelhof Jürgen Falkenthal – Obst und Gemüsehof Hennickendorf GmbH



DESTINATIONS

Food on the Edge

Background

Food on the Edge is a two-day symposium that takes place annually in Ireland. It is for chefs & food enthusiasts all around the world who want to create a better global network. FOTE is a coming together of chefs to listen, talk and debate about the future of food in our industry and on our planet. FOTE 2021 was a hybrid event with virtual speakers, due to the covid travel restrictions at that time, FOTE 2022 however, will have all of the speakers in person.

“The aim of the symposium is to challenge our perspective on food and our connection to it. Approximately 50 chefs speak over the two day symposium. All are chosen for their innovation, passion and influence on today’s food culture. Each speaker, with their own unique perspective, talks for 15 minutes on the cultural, social, environmental and educational aspects of food. The emphasis for the talk is on their vision for the future of food and how we can make things better on both a local and a global level.”

Key Information

Ireland

Mon 17th & Tues 18th
October 2022

Our main airport in Ireland is in Dublin. Visitors can also come by ferry which is also located in Dublin. From the rest of the country you can travel via bus, train or car. The event location may vary each year.



The mission of Food on the Edge is to create a benchmark for best practice, in terms of food, its culture, and the people who produce it.



Chefs everywhere have a responsibility to be the avant-garde of food education, whether in the context of fine dining, street food, or in our hospitals and schools. We all need to eat better and in order to this we need to



Food on the Edge Symposium 2017

Debate this on an open platform at an international level. It is no longer feasible for chefs to stand behind the stove. They must reach out to all, in order to make food better for the next generation.

Our speakers present on the future of food, in personal and political ways. These talks will excite you and hopefully bring you to the point of something new, to the edge of a new idea or action that you can fulfil. To inspire action through debate and dialogue this is Food on the Edge.”

The Experience

An opportunity to hear from some of the world’s best chefs, a chance for Ireland to showcase the amazing produce and innovative people working in this sector. This symposium also gives a platform for the Irish food sector to showcase its amazing produce and let the world know that Ireland has a culinary signature of its own.

It is a 2 day symposium with approximately 50 speakers and various discussion panels on subjects like food in schools. The founder JP McMahon, describes it as “a conference with a culinary excursion.” Speakers are selected based on their talent and commitment to



Founder JP McMahon

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changing how we eat and cook our food, as well as how we think about the future of food.



Food on the Edge Symposium 2017

Speakers vary from chefs to farmers, wine makers, front of house and sommeliers. They have chefs who talk about food in hospitals and people working with non-profit organisations that tackle childhood malnutrition. The event in 2022 will focus on a “post Covid-19” and where hospitality is going. The line-up changes every year and can be found [here](#)

Our view on food has changed more since the Global pandemic, more and more of us are eating at home, and therefore changing how we think about food and the ingredients we use, bringing up questions like “is this locally sourced?”

This symposium gives people a space to talk about food and produce. During the global pandemic more and more of us were cooking at home and not visiting restaurants as much, which in turn, gave us space to think about the food we are eating and the produce we are using. That’s where food on the edge comes in, they want to give people a place to have these conversations with like-minded people and taste the amazing food on offer too. Food on the Edge want to be part of the new conversation on food and health.



Key Information

Portugal

Spring to Autumn

All the wines can be bought throughout Portugal but in order to have an experience, it is best to contact the producers and find the best solution to discover the production process on site and the pairing possibilities.

DESTINATIONS

Portuguese Fortified Wines

Background

The 14 demarcated wine regions in Portugal, characterized by different terroirs and cultural and historical influences in the production processes, characterize Portugal as being a very rich wine production country, considering the relatively small country it is. Due to the great variety of wines produced in Portugal, there are quite a few “generous” wines, fortified wines, that have great popularity in Portugal and that have travelled the world. The main characteristics of this category of wines is that at some point (before or during the fermentation process, firewater (*aguardente*) has been added to stop the fermentation, allowing the sweetness to remain, as well as an increased level of alcohol. The choice of the grapes and the evolution of the production process date back since the XVth century, have made them very popular and appreciated wines. They accompanied the sailors on voyages throughout their trips, as they did not go bad or stale. The main products that are better known, come from different regions of Portugal.

Port wine is a fortified wine produced in the demarcated Douro Valley region of Portugal, and can be found as sweet, dry and semi-dry, red, white and more recently rosé. It is the third oldest wine with an official appellation, dating back to 1756.

Madeira is also a fortified wine, produced on the Portuguese island of Madeira, which at the time was a port of call for ships heading to other regions, dating back to the XVth Century. The fortification of this wine served the purpose of not letting wine go bad during the trip, and therefore neutral grape spirits were added. The wines became very popular especially among the British, and the styles range from dry to sweet.



Blandys winery on Madeira

rarer nowadays). Its name comes from the caste of the Moscatel grapes. It is known to have been the favourite wine of the French kings of the XVth century, and therefore has been exported ever since.

All these wines are either considered aperitif or digestive, as they have different characteristics among them and of each one of them. There are many similarly produced wines but that have not achieved the importance and popularity of these products, “worldwide know”. As the gastronomy of each region is also very rich, both by the products grown in each region and the gastronomic products that have been developed for centuries, is it obvious that some emphases should be given to the harmonization of each one of these fortified wines with these specialities.

Jeropiga is also a more alcoholic wine to which *aguardente* is added to the grape must in the beginning of the fermentation process, which makes it different from other traditional drinks, like the *abafado*, to which the firewater is added during the fermentation process.

Moscatel de Setubal is a fortified wine produced in the region of the Setúbal peninsula. There are two types of this wine: the white and the purple (the latter



Arriba footslope vineyards, Setúbal

The Experience

Port wine is well known for having been paired with all kinds of dishes, from meat to fish, but mostly with desserts and chocolate. The Ruby Port and the LBV (Late Bottled Vintage) are perfect to drink while enjoying salty cheeses. They are also very appreciated while accompanying deserts made of chocolate. The Tawny Port, (a browner coloured wine due to higher level of oxidation), is a wine that has slight notes of chestnuts and nuts, and therefore goes well taken with all kinds of nuts, chestnut desserts and matured cheeses. Some recipes such as Pudim do Abade de Priscos, a very sweet pudding to which Port wine is added, goes very well with this Port. Some believe that this pudding also harmonises well by contrast with the Madeira wine. White Port Wine, very much used in cocktails and with tonics, is served with olives and chestnuts. The Vintage Port Wine is a more complex wine and requires a harmonization with sweet fruits such as dames and figs, as well as blue cheeses and nuts.



The Douro Valley

Madeira Wine is also divided by categories. Dry Madeira, or Sercial, will best accompany smoked fish, seafood, olives, toasted almonds and fresh cheeses. Half-dry Madeira, or Verdelho, will best accompany olives, nuts in general, game and pâtés or terrines. Half-sweet Madeira, or Boal, will best accompany nuts, tropical fruits, desserts with fruit, soft cheeses, creams and honey-based desserts such as the typical Honey Cake from Madeira Island. Half-sweet Madeira, or Malvasia,

will take up nuts and walnuts, tropical fruits, butter biscuits, dark chocolate, honey cake and strong spicy and blue cheeses.

Jeropiga is typically known to go well with chestnuts cooked in all fashions. Initially made at home, it was used a lot in the household commemorations as a dessert wine, but it has its consumption directly tied to the commemoration of Saint Martin's Day, with chestnuts, in a festivity called "Magusto".

Moscatel de Setúbal wine, both white and purple categories are best accompanied by nuts, (even if salted), orange and desserts that have orange, as it is one of the aromas easily detected in their wine, conventional sweets made out of egg-yolks and sugar, *pastel de nata* (custard tart) as well as the strong taste of the region's Azeitão cheese.

All the fortified wines have great popularity as commemoration wines and are drunk at special occasions; they can be bought all around Portugal. Although some should be consumed a short time after being opened, such as vintage Ports and Jeropiga, they normally maintain their quality in a closed bottle, and are popular as travellers' gifts.



Jeropiga with chestnuts

Port Wine – Madeira Wine – Jeropiga – Moscatel de Setúba



DESTINATIONS

Portuguese Vinho Verde

Background

History says that Vinho Verde was the first Portuguese wine to be exported to European markets. In the sixteenth and seventeenth centuries the wines from the Minho Valley and the Lima Valley were regularly transported to northern Europe in the same boats that brought bacalhau (salted cod) and manufactured products.

Key Information

Portugal

Spring to Autumn.

All the wines can be bought throughout Portugal, but in order to have a wine tasting experience, it is best to contact the producers and find the best solution to discover the production process on site, and the pairing possibilities.

Vinho Verde is a unique type of wine in the world. Literally Translated as Green Wine, its colour is anything but green, and makes more reference to being a young wine. The name refers to the natural characteristics of the region, which produce dense green foliage, one of the features that contributes towards the wine's freshness and lightness. This wine is produced in the northern part of Portugal in a region called Minho and occupies one of the largest and oldest wine regions in the world. It is a DOC product.

It may be red, pink (rosé) and white, but the white is the most popular and characteristic. It is a wine to be consumed shortly after bottled, and is normally slightly sparkling, although there are the Late Harvest or brandy categories.

The Vinho Verde is produced in a granitic soil, and has a high level of acidity. Here, the oldest ways of conducting the vine still survive, one of which is the



hanging or uveira vine: the vines are planted next to a tree and grow on the branches of the supporting tree. Another system is the ramada or trellis, which replaced most of the hanging vines.

The red wine produced in the Verdes region, once the wine that dominated the region's production, is now consumed almost exclusively by local populations. This wine is very acidic and has a very deep red colour.

All Vinhos Verdes are to be served and consumed slightly fresh. The region has organised a Route to discover the Quintas (properties) that produce the wines, that perform wine tasting venues and food pairing meals.

The Experience

There are several Quintas that promote activities related to Enotourism, and the majority are related to old manor houses that belonged to the owner of the estates. Some of them have been in the families for centuries, and therefore preserve the estates in the most to-date conditions and décor. The most important and representative ones are listed below as excellent visit and wine tasting activities.



Palácio da Brejoeira

Palácio da Brejoeira – built in the XIXth century, the Quinta reflect the wine production ambiance that is expected from a Baroque and Neoclassic construction dated 1806.

The brand name takes after the estate's name – Palácio da Brejoeira. It is located in Monção, by the river Minho.

Quinta dos Abrigueiros – situated by the Natural Park of Peneda-Gerês, the property has produced wine since the XVII century, and has always belonged to the same family, today in the 10th generation. On the farm in Arcos de Valdevez, tourists are invited to participate in the harvest, or watch all the agricultural work related to the production and bottling of the famous Vinho Verde “Casa da Senra”.



Vinho Verde vineyard

Casa de Vilacetinho is an authentic small Solar do Douro, an elegant house from the XVIIth and XVIIIth centuries, surrounded by an erudite garden that separates the house from the vineyards and the rest of the agricultural space. It is located in Alpendorada. The estate organizes tours, wine tasting activities, wine lunches and dinners with menus harmonized with the farm's wines.

Solar das Bouças dates back to the XVIIIth century, and its name is associated with the excellence of the Vinhos Verdes it produces. It is located in Amares, and the vineyards occupy an area of 30 hectares on the right bank of the river Cávado, offering a beautiful path through the vineyards with a view of the river.

Casa de Cello has been owned by the same family for over a hundred years, and has always been dedicated to the production of wines on the Quinta. It is located in the heart of Entre-Douro and Minho, near the picturesque and historic city of Amarante, in the heart of the Vinho Verde Demarcated Region. The wine brand takes up the name of the estate.

Casa de Sezim's manor with an 18th century façade is emblazoned. Located 4 km from Guimarães - World Heritage of Humanity – in a tourist region of great interest, it is known for the high quality of its white wines. The Vinhos Verdes from Casa de Sezim were also highly appreciated in the Middle Ages and a document from 1396 refers to them. Aside from wine tasting, they serve thematic meals with wine pairing.

Selection of local producers involved

Palácio da Brejoeira – Quinta dos Abrigueiros – Casa de Cello – Casa de Vilacetinho

DESTINATIONS

Tourist Farms Topolšek and Urška

Background

The successful story started in 1991 when the concept of the ecological tourist farm was set up and the promotion of it widely stated. Thirteen years later, in the year 2014, mother Vilma handed over the reins to her daughter Urška, who brought the modernity and freshness of new ideas as a representative of a younger generation. Since then, daughter Urška successfully continues the family story, while maintaining and developing the farm by adding some new concepts and using all disposable means of modern promotion. The feedback of the guests is received through their published opinion and photos on the social networks which is also the best promotion for the place. Additionally Urška added an “old fashioned” but very interesting mean of communication – a “Wish Box” where the daily wishes of the guests are written every day. This daily communication is covering the food wishes, as well as some complaints on accommodation that sometimes also appear. Finally, this way everything is solved before the guests leave and the later feedback can be nothing else but positive.

The essence of this family-run touristic-farm is the approach to the nature. The farm was officially

Key Information

Slovenia

6am to 10pm

By car 12 km from the motorway Maribor-Ljubljana. The nearest railway station is Celje (30 km). Maribor international airport is 28 km away.



One of the dining areas available.



Tourist Farms Topolšek and Urška

2011. This label was the first of this kind ever awarded in Slovenia at all. The first official sustainable certificate is a part of the »Slovenia Green Accommodation Project«, which makes it one of the best practices in Slovenia and sets standards to others in this industry.

Since the place was twice awarded, especially for the environmentally friendly tourist accommodations, the sustainability is not only related to the food and its production but it is to be felt at every step even when going to sleep there is a smell of the wood from the near forest. The furniture is artistically crafted by the neighbouring manufacturer of wooden products.

Every day's work is strategically divided among the family members and represents a real challenge since it must be done perfectly in order to meet all set aims and ecological standards as well as satisfy the tourists who came to the place, especially due to the promoted uniqueness of this Farm.

However, the main point of it all has always been the approach to nature. The family has learned to respect and love nature and thus, they teach the guests to do the same. They nag them about the use of plastics and always look for new, modern ways to introduce the sustainability principle and sustainable living in co-existence with nature. That is why there are bottles in all rooms – to encourage guests to use the excellent tap water.

The tourists being hosted at the Tourist farm Urška widely use social networks, among them very frequently Facebook and Instagram where they post pictures and feelings from their holidays in the nature. Instead of the book of compliments and complaints the »magic box« is available. The guests can leave their messages about their



Breakfast from the farm.

wishes during their stay. Respectively the host prepares the dishes as per these wishes, organises trips or, if necessary, repairs, and makes up the missing matters as per requests of the guests. The compliments of the guests are mainly mentioning a beautiful nature and the hospitality and flexibility of the family Topolšek who is running the tourist farm.

The Experience

The core of the unique concept in this Tourist Farm consists of involvement of the guests in the everyday farm activities – especially work at the field where the guests can collect the vegetables themselves and the children can search for eggs all used later with the meals. The menu is also a special issue – it namely doesn't exist. The wishes of the guests today are namely on the plate tomorrow. Also certain other wishes of the guests are followed by the hosts at their best.

The cellar is pleasantly cool and lit by pottery lamps. The shelves contain a boutique offering of bottles of Blaufränkisch and several white wine varieties, from Italian Riesling and Rhein Riesling to Pinot Blanc & Sauvignon. Their vineyards are organic. They strengthen vines with organic sprays as they begin to grow, giving them good conditions for further growth.



A selection of foods available.

As an expert for traditional recipes, mother Vilma makes them almost effortlessly – with a perfect pattern and without eggs, making them suitable for vegans too. Urška likes to enhance her dishes with a pinch of modernity and her own unique touch. She boosts them with wild plants and edible flowers from their garden. They produce almost 90 per cent of everything by themselves in their fields, vineyard and

nurseries. They get the rest from their neighbours, since the sustainability also means the attitude to the surroundings and other local providers.

The important principles in running their tourist farm are namely not only the promotion of destination, but also good relationships with neighbours: “If the locals are satisfied, guests feel better and choose to return.” The main locally supplied products are salt, flour, milk and honey.

The essence of the boutique character of the Urška's Farm is not only in additional wellness services they provide, but also in the homely feeling complementing special

experiences. Before the guests go home, there is another ritual waiting for them, Urška takes you to the field and puts a small wooden crate into your hands.

When you become startled, thinking you will have to pull weeds in the steep hill, she delights you with the fact that you can pick vegetables to take home with you. In the hall, you can look around for organic products sold under their own brand and choose from a wide range of jams, teas, juices, wines and felt slippers made by Urška's mother-in-law, created from the wool from Topolšek's sheep, of course. In this way, you can relive the experiences you enjoyed at the Urška Tourist Farm in your own home.

Selection of local producers involved

Salt: Eco Herbs Garden Majnika – Honey: Bee Keeping Krivec – Flour: The Soržev Mill

DESTINATIONS



Key Information

Oxnead , UK

All year round

Oxnead Hall
Oxnead
Norwich
Norfolk
NR10 5HP



Oxnead Hall

Background

The site has been occupied since pre-historic times, and archaeological finds include axe heads, knives and spearheads. During Roman times, Oxnead was a busy fortified town on the banks of the River Bure. At the time of the Domesday survey (1086) the estate belonged to the Halden family. In 1368 it was acquired by Sir Robert de Salle, and by 1420 the estate had been sold to the Paston family.

The Paston family lived at Oxnead between 1420 and 1732 and much of their lives at Oxnead are recorded in a unique collection of letters and papers. Following the demise of the Paston family, the main house was demolished and only the service wing was left standing. The estate was bought by Admiral Anson (the first man to circumnavigate the world) in 1735. From that time a number of families have occupied Oxnead Hall including John Adey Repton (son of Humphrey Repton) and John Hedgecoe (photographer). The estate is currently owned by the Aspinall family.



Venue at Oxnead Hall.



Dinner time at Oxnead Hall

Oxnead experienced its first wedding, one year after the Aspinall family moved in. Their daughter Eleanor, a teacher, was married to Richard, an Army Officer, in 1912 and that event was the seed that grew into today's award-winning venue. The barn, accommodation and gardens have been lovingly restored with no expense spared.

Oxnead Hall estate is a multi-award-winning wedding, events and holiday venue nestled in the glorious countryside of north Norfolk. The perfect venue for exclusive weddings, celebrations, and holidays; Oxnead Hall offers luxurious accommodation for up to 32 guests.

From the magnificent Tudor Hall to the medieval church, from the beautifully renovated great barn to the acres of stunning gardens; Oxnead is a truly idyllic place in which to celebrate and unwind.

Oxnead is ideally suited to hosting a variety of events, either in the Great Barn or in the gardens. The Great Barn can sit up to 220 for dinner or 300 in conference style, and on-site accommodation can be provided for up to 32 people.

The Great Barn has been acoustically engineered to be suitable for classical music performances. Guests can enjoy drinks and perhaps a picnic in the gardens, followed by a performance in the Great Barn.



Oxnead Hall



DESTINATIONS

Norwich City of Ale

Background

Were it not for Covid 19, the Norwich City of Ale festival would have recently celebrated its tenth year.

Beer writers from all over the country would have descended upon the city, to discover the amazing beers produced in the region and to visit some of the wonderful pubs that adorn the streets of Norwich.

Pubs would be hosting festivals, quizzes, music nights, beer tastings, food and beer pairings, and all manner of other events. Brewers would be doing talks, showcasing their latest brews, and sipping the fruits of their labour.

Key Information

Norfolk, UK

Check website for dates

Accessible by train or car



The Experience

45 welcoming city pubs and bars await you, serving the region's finest beers that are often matched with seasonal local produce. Norfolk grows some of the best malting barley in the world - come and taste it!

See the city differently - walkable ale trails take you "off-road" through the historic parts of the city, allowing you to view its rich heritage through the lens of its pubs and brewing tradition. We call it beer-geography - an ale expedition.

Meet the top beer writers, brewers, malsters and sommeliers as they steer you through the styles, aromas and tastes of



A pint overlooking the city

the region's best beers. Try a food and beer pairing - or a pub treasure hunt - or a guided beer heritage tour.

In an era where pub closures continue, Norwich bucks the trend with an abundance of long-standing landlords, diverse pubs and lots of independent freehouses, allowing the smaller, more "niche brewers" an opportunity to showcase their ales. The Fine City has a tradition of pubs and brewing dating back to 1249, offering hospitality and friendship to all - now if that's not an excuse for a pint!

Selection of local producers involved

A THE ADAM & EVE THE ANGEL GARDENS ARBORETUM THE ARTICHOKE	THORPE TRAIL WATERLOO TRAIL LANES TRAIL WATERLOO TRAIL	G THE GARDEN HOUSE THE GEORGIAN TOWNHOUSE	HEIGHAM TRAIL UNTHANK TRAIL	R REDWELL TAPROOM THE REINDEER THE RIBS OF BEEF THE ROSE INN THE RUMSEY WELLS	LAKENHAM TRAIL HEIGHAM TRAIL MAGDALEN TRAIL LAKENHAM TRAIL LANES TRAIL
B THE BEEHIVE THE BELGIAN MONK THE BLACK HORSE BRITANNIA GARDENS	UNTHANK TRAIL LANES TRAIL HEIGHAM TRAIL HEIGHAM TRAIL	J THE JUBILEE	THORPE TRAIL	S ST ANDREWS BREW HOUSE THE SIR GARNET SIR TOBY'S BEERS THE STANLEY	MAGDALEN TRAIL UNTHANK TRAIL UNTHANK TRAIL WATERLOO TRAIL
C THE COACH & HORSES (THORPE) THE COACH & HORSES (BETHEL ST.)	THORPE TRAIL UNTHANK TRAIL	K THE KING'S ARMS THE KING'S HEAD	LAKENHAM TRAIL MAGDALEN TRAIL	T THE TEN BELLS TRAFFORD ARMS	LANES TRAIL LAKENHAM TRAIL
D THE DUKE OF WELLINGTON	WATERLOO TRAIL	L THE LEOPARD LOLLARDS PIT LOUIS MARCHESI	MAGDALEN TRAIL THORPE TRAIL MAGDALEN TRAIL	V THE VINE	LANES TRAIL
E THE EARLHAM ARMS	HEIGHAM TRAIL	M THE MAIDS HEAD BAR THE MASH TUN THE MURDERERS	THORPE TRAIL LANES TRAIL LAKENHAM TRAIL	W THE WALNUT TREE SHADES WARWICK STREET SOCIAL THE WHALEBONE THE WHITE LION	LAKENHAM TRAIL UNTHANK TRAIL WATERLOO TRAIL LANES TRAIL
F THE FAT CAT THE FAT CAT BREWERY TAP THE FAT CAT & CANARY	HEIGHAM TRAIL WATERLOO TRAIL THORPE TRAIL	P THE PLASTERERS ARMS	MAGDALEN TRAIL		



Poster from the Launch Party 2022



A sample of pins from the City of Ale

DESTINATIONS

Stará Hora

Background

Stará Hora represents a protected heritage site of folk architecture in Stará Hora belonging to the municipality of the village of Sebechleby in the south of Central Slovakia. Stará Hora is in fact an area of traditional vineyards with a number of cellars situated in architecturally pleasing traditional houses. There is also a museum of local folk culture present that is managed by the municipality. The village of Sebechleby each year organises a festival of wine harvesting in Stará Hora that regularly attracts thousands of visitors.

The Experience

The visitors have a chance to partake in wine tasting, in most of the cellars. Traditional food of the area of historical Hont county is also offered. There is a number of exhibitions of folk art with a possibility to purchase different goods. Stages are set up to host various musicians, most of them presenting folklore in the form of song and dance.



Traditional architecture in Stará Hora

Key Information

Slovakia

All year round

By road from Levice,
Krupina, Veľký Krtíš or
Šahy



Selection of producers involved

Sebechleby – Ubytovanie



Wine cellars in Stará Hora





FESTIVALS

Saaremaa Food Festival

Background

Saaremaa literally translated “land of the island” is a magnificent unspoiled place where reigns, uncontested spruce and fresh, clean air. Picturesque fishing villages, traditional Estonian cottages, a huge castle in Kuressaare, picturesque windmills and a diverse wildlife make Saaremaa a wonderful place to explore. The island is well known for its dairy products, but also for the delicious and dense black bread that you can find throughout the country. I swear, this bread is so delicious that all you need is a little butter and you’re set. Unfortunately it is one of the country’s most overlooked and under-appreciated spots.

The island re-emerged into the daylight after an enforced hibernation of half a century under Soviet rule when, as a military “frontier zone”, special passes were needed to travel to or from them regardless of the isolation imposed each winter by freezing seas. But between world wars and earlier, Saaremaa in particular was a summer resort, known internationally for its mud baths and concerts, and the tranquil beauty of its birch and juniper woods and its windmills and meadows.

All three islands have a reputation for being laid-back and friendly. Accommodation on the island ranges from clean bunks at the Tihuse horse farm, where you can ride the hardy Estonian breed, the *tori*, and sample beer soup (oddly, a pudding), to the get-away- from-it-all chic of the Nami Namaste, used as a retreat by Estonia’s elite. Even the French President Sarkozy slept there in the pure white loft of a converted cattle shed overlooking ageless meadows.

Key Information

Saaremaa, Estonia

2 – 12 September

The best means of getting there is by the ferry from Virtsu on the mainland. Bus connections that include the ferry ride are possible from Tallinn and Pärnu among others.



One of the main events held on the island is the Saaremaa food festival. The festival has been conducted since 2014. Its program includes many activities on the islands of Saaremaa and Muhu. Last but not least, if you love the nature, there are also parks where you can experience camping activities.

The Experience

Saaremaa Food Festival is a week filled with exciting events concerning food, which offer something to everyone. The main event is Saaremaa Restaurant Week with restaurant menus embracing a 2-course lunch for €10 per person and a 3-course dinner for €18. There are also various tastings, fairs with local products, picnics and 'open days' for visitors in villages.

Another event that you can't miss is the Apple Cafés' Day. In different gardens, yards and other venues you can find a lot of Apple Cafés. Every café has something exciting and unique to just this place and they invite all of you to come and visit. All this gives more than enough reason to discover the city in quite a different excursion. Moreover, if you are interested in discovering more about this fascinating island, the village society's houses open their doors for visitors. 15 houses all over islands Saaremaa and Muhu are open. Every place is special and worth visiting. The aim of these open-door days is to introduce the reason of construction and the history of the houses. Locals share the information about society's life, offer a light meal and just talk to you. Thanks to these open-door days, visitors may find a suitable place for different events.



Kuresaare, the main town on Saaremaa island

In addition to an exciting adventure in islands, you have a chance to participate in a visit villages game and win a prize given by society houses. Participating is simple. Ask for yourself, a special plate from the first place you visit. You have to visit at least 7 society houses during a day. Ask for a sticker from each place you visit and stick it onto your plate. Last but not least, leave your plate with your email address on it, to the last place you visit. If you love music, you can't miss the unusual "Koogikontserti" (Cake concert) held in the Tornimäe Culture House, where you can enjoy smacking cakes made by local women and can chat with musicians.

If you love history, you must visit the Nasva Club. This is located in the historic fishing village of Nasva, through which the Nasva River flows. The river is rich in water and fish, which at first gave impetus to the development of a fishing village, later a prosperous settlement. Quite interesting, is the fact that the events will be photographed and partially filmed, and the recordings are made public on the Saaremaa Food Festival's Facebook, Instagram and website. On the other hand, if you want to spend a nice evening on the main street, you can enjoy the Kuressaare Street Picnic. Take a sit at the long table that is laid along the main street for hundreds and try local delicacies in an amazing atmosphere.

Don't worry, there is also something for the animal lover too, a place where villagers are happy to introduce each animal to you. Asva Viking Village Animal Park is home for a variety of animals. As an example, you can meet with a sheep from Kihnu, a miniature sheep, a goat, and a Cameroon dwarf goat.

Last but not least, don't forget the Market Day, a great opportunity to talk directly with the producers and fill your bags with great local goods.

Selection of local producers involved

Asva Viking Animal Park – Nasva Club – Tornimäe Culture House



FESTIVALS

The Apple Festival in Agia

Background

The Apple Festival is organized every year at the beginning of September in Agia. The municipality of Agia organizes the Apple Festival for the last 15 years, promoting in this way both the main product cultivated by its residents and the region more widely.

It is a seven-day festival, which consists of religious ceremonies, music and dance events, and presentation of the apples. Apple cultivation in Agia is considered one of the most dynamic nationwide, while the area also features a wide variety of apples, such as Scarlet, Jeromine, Super Chief, Red Chief, as well as Red Velox and Golden.

The purpose of this festival is to inform farmers of innovative farming methods and techniques, and to promote their products. Equally important objective of this event is also the creation of a cultural content in relation to apple and its derivatives, which will support the local economy and open new horizons in institutions, such as the celebrations of agricultural products.

Key Information

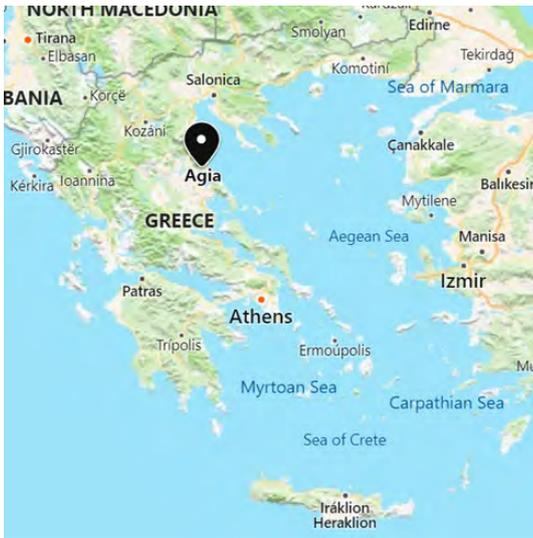
Agia, Greece

Held annually in the village beginning in September and lasts 7 days.

No dedicated website. Keep an eye on social media as well as on local and international newspapers for news about the festival.



A visit to the neighbouring village of Megalvryso is part of the festival.



Agia's location

Finally, the aim is to highlight both the region's cultural heritage and its rural heritage. In addition to the activities of the event, there are workshops informing farmers about new methods of cultivation and marketing of apple. This is important since apple cultivation in Agia is considered one of the most dynamic nationwide.

Additionally, the cultural heritage of the region is preserved and highlighted, through various events and activities, such as exhibitions, theatrical performances, music and dance performances, and sporting events. The local market is also strengthened because there is a high turnout of visitors.

The Experience

Apple is of particular importance both as a fruit and a nutritional product. Moreover, the Apple Festival in Agia has a special history in the area. The municipality of Agia organizes for the last 15 years this event, by promoting in this way, both the main product cultivated by its residents, and the region more widely. In addition to this event, a festival is held in honour of Agios Antonios.

Both events are celebrated over the years around the same time. Guests can enjoy a range of events and activities, including exhibitions, concerts, theatre, music, dance performances, and sport events. In addition to events and activities, visitors can discover the area, which has a wealth of monuments, such as churches with remarkable decoration and great history.

The municipality of Agia, in cooperation with the local authorities, also procures products, related to the apple, to then offer them to the locals and visitors, in the specially designed exhibition spaces. Additionally, of particular interest is the hiking that takes place on the path that connects the area of Agia with the village Megalovryso, in which all the organizers and visitors of the festival can participate.

Finally, it is worth noting that visitors to the festival can also visit the coastal

areas of Larissa, which are very close to Agia. Agiokampos is a seaside village in the municipality of Agia. Its beach has a length of 10.5 km (6.5 miles) and is the most



View of Agia

popular beach in the regional unit of Larissa with masses of tourists coming every summer. Therefore, visitors of this event will be able to participate in a variety of activities, to learn about the local history and tradition, to enjoy the local products, to get know different people and cultures, and in combination with all the above, to relax, as the area has enormous natural beauty.

Selection of local producers involved

**KISSAVOS, Agriculture Cooperative of Agia – 1st km Agias, Agiakampou,
Agia, Larissa**

FESTIVALS

The Wine Festival of Ampelonas

Background

The Territorial Unit of Larissa is characterized for its winemaking activity. According to the department of Wine quality control, the production of grapes in 2012 in Larissa was about 11 million kilos, which produced 7.5-8 million litres of wine. Local winemaker farmers have incorporated modern techniques into tradition, without spoiling the authentic flavours of wine, which is why this is a great and unique place to indulge in wine tourism activities.

The wine festival of Ampelonas is an example of how much the locals have valued viticulture in the area, organized annually for over 60 years in the region of Tyrnavos. The Wine Festival began in 1959, highlighting the specificity of the area. It was a difficult initiative, as the resources available at the time were limited, but it was well-supported by the local community. The wine festival of Ampelonas is one of the top events in the Territorial Unit of Larissa, including a wide range of artistic and cultural activities, combined with the promotion of the special identity of the region, which is the vine and its ancient product, wine.

Key Information

Larissa, Greece

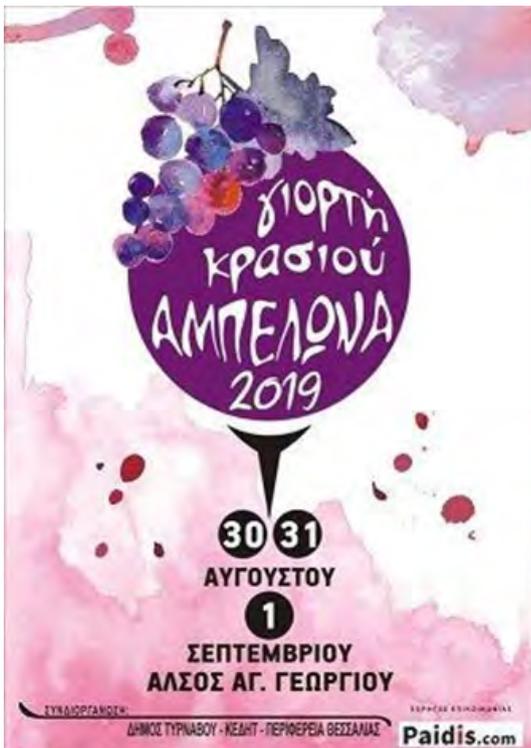
Annually, three days in late August

By car or bus from Larissa

No dedicated website. Keep an eye on social media as well as on local and international newspapers for news about the festival.



Grapevine in Larissa



Poster of the Wine Festival of Ampelonas

It takes place in a natural area of 40 acres, landscaped with artificial lakes and fountains, with paved corridors and two properly landscaped platforms, which provide the opportunity to present more complex events. Everyone gathers and tastes wonderful wine from the wineries, dancing and having fun with both villagers and travellers who come from every part of the world. In this event, someone can combine their love for wine,

The Experience

The Wine Festival in Ampelonas is an institution and one of the most important cultural events of the Territorial Unit of Larissa, which is a continuation of a tradition of years, it ensures the promotion of products of exceptional quality, supports the local economy, and contributes to the extroversion of the primary sector. Greek

wine tourism has been generally encouraged via this festival, which serves as a means of stimulating rural areas and establishing them as wine tourist destinations.

Additionally, in Greece, there are seven associations that aim to promote the image of Greek wines along with the preservation of the local culture, and the Territorial Unit of Larissa is a part of these associations. The Wine Festival in Ampelonas is visited by hundreds of people from all over Thessaly, Greece and abroad. It is worth experiencing this event, as someone can be entertained with the planned program of different cultural and music events, try a wide variety of wines from local wine producers, and also be informed about the history of the region through time and its relationship with the vine and wine. At the same time, winegrowers can promote their wine, to make it known throughout Greece and abroad, and to further their local products, thus claiming their quality recognition.

Someone who will visit the Wine Festival will be able to taste various varieties of wine, such as Moshato, Krassato, Ampelakiotiko, Roditis, Xinomavro, Assyrtiko, Mpatiki, Merlot and Debina.

The wine-growing zones of Ampelonas produce mainly POP and PGI wines, which are universally recognized. Ampelonas is, in general, a modern city,



Inside a winery in Larissa

very close to Larissa, with commercial, cultural, and historical significance, elegant residential and natural environment and beautiful recreation areas. So, the visitors of the wine festival can combine their experience, with a walk in Ampelonas, and also in the city of Larissa.

Selection of local producers involved

Dougos – Tyrnavos Winery – Migas Winery – Karipidis Winery – Katsaros Winery – Vrissas Winery – Vasdavanos Winery – Zafeirakis Winery – Tsantalís Winery



Poster for the 2016 Festival



Poster for the 2018 Festival

FESTIVALS

Calici di Stelle – Chalice of Stars

Background

In all of Italy, the largest summer event dedicated to wine and the pleasure of being together is "Calici di Stelle" Chalice of Stars which takes place every year in the first part of August in the villages and cellars of Italy. The event has been organized since 1998 by the Wine Tourism Movement and by Città del Vino, the association of wine-growing municipalities in Italy, and today sees the participation of hundreds of realities from all over Italy, wineries and local administrations united by the municipality. Interest in the culture of wine as a stimulus for sustainable development of the territory. The event develops with a myriad of appointments, from Val d'Aosta to Sicily and therefore takes place with the collaboration of the host municipalities and the participation of over 800 wineries of the Wine Tourism Movement, all wineries among the most prestigious in Italy.

As we said, the event affects the first half of the month, but the reference date is August 10, San Lorenzo, for the so-called "night of the shooting stars", when it is



Key Information

Sicily, Italy

In August. The highlight is day 10, the feast of San Lorenzo

Each town is easily reachable by car or even by bus. Parking is relatively easy, on the occasion there are designated areas.



Donnafugata winery



Map of the area

possible to witness (clouds permitting), the natural spectacle of a “rain of meteorites”. In the first weeks of August, in fact, the Earth in its orbit passes through what astronomers define as a “meteor shower”, tiny solid bodies that, upon contact with the atmosphere, precipitate and consume themselves in a trail of light.

So "all with the glass in hand and the nose up" because on the night of San Lorenzo, when the phenomenon reaches its peak, the astronomers calculate that on average there are about a hundred light trails observable with the naked eye every hour. Tradition calls them “the tears of San Lorenzo”; for science they are the Perseids, because the meteors appear in the night sky against the background of the constellation of Perseus. In Greek-Roman mythology the astronomical phenomenon of the August meteors was interpreted as a fertilizing rain favoured by the god Priapus, who would thus have renewed the fertility of the earth.

In general, each winery associated with Movimento Turismo del Vino that adheres to "Calici di Stelle" presents a personalized program, which can be viewed on their respective social channels. The event includes dinner under the stars, evenings of music, observation of the sky, visits to the vineyard; masterclasses, activities in the cellar and between the rows, visits to cultural sites. So wine and cultural offer, together with the magic of the territories under the stars, are the winning combination of the event, in a formula that combines the philosophy of good drinking with events, shows, design and art.

The Experience

Here we focus on the events in Sicily and describe in particular the program (updated for 2022) of three events, in order: one for Eastern Sicily, one for Central Sicily and one for Western Sicily.

One of the most suggestive Calici di Stelle events takes place in Castiglione di Sicilia, in the province of Catania. Castiglione, the ancient "Castrum Leonis", part of the "Most Beautiful Villages in Italy" hosts the event which mainly involves wineries in the Etna area, although space is also given to companies from other Sicilian provinces.

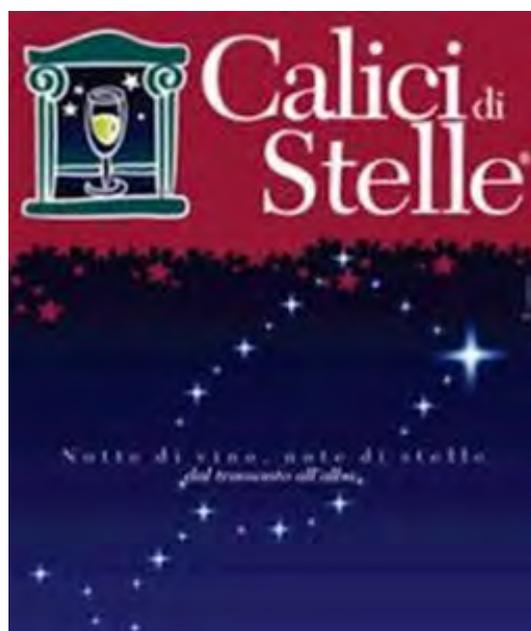
The event, in addition to the tasting of the various wines, includes the presentation of the companies to the public, also with the aid of films, takes place in the historic centre, in the area in front of the castle of Lauria, in one of the most evocative corners of the ancient village. The highlight of the initiative, the Night of San Lorenzo on August 10, is preceded by numerous food and wine events that enhance the typical local products, such as extra virgin olive oil, hazelnuts, sweets and cheeses. Guided tours are planned in the cellars and in the historic centre. Over the last few years Castiglione di Sicilia has become one of the most dynamic and internationally known wineries, with about 50 wineries present in the area.

In Sambuca di Sicilia, in the province of Agrigento, "Calici di Stelle" is held at the Belvedere Terrace, with entertainment in the streets of the Saracen quarter with "Arte in Movimento" and then a toast also for Sambuca di Sicilia "Borgo dei borghi 2016", a coveted recognition that rewards the historical, architectural and landscape beauties of Sambuca, and also the work of an entire community.

Sambuca di Sicilia has been part of the Terre Sicane Wine Route of the Città del Vino Association since 1996 and is the seat of the International 'Iter Vitis Association' (the European Cultural Route of Vine and Wine), hosted since 2007 in the prestigious Palazzo Panitteri. The first "Domus Iter Vitis", a form of innovative tourism that pays attention to the sense of welcome and sociality by inviting travellers to get to know and experience other local realities through the discovery of territorial identities and guided participation in demonstrations and cultural events.

Finally, in Contessa Entellina, in the province of Palermo, at the vineyards of the Donnafugata winery (which has its historic cellar in Marsala, in the province of Trapani), a "Calici di Stelle" full of emotions takes place.

The event is traditionally a combination of wine and music and this time the magic of the nocturnal harvest becomes a composition written and interpreted by the musician Nino Errera, to celebrate the understanding between man and nature. A magical encounter that will fill, in addition to the glasses, also the heart and mind, thanks to an original and engaging experience, which ranges from music to tasting.



Poster for the festival

The "Nocturne for vineyard and percussion" composed for Donnafugata by an innovative artist as Nino Errera, called to collect the vibrations of a place rich in history and future at the same time, will be staged. The nocturnal harvest of Chardonnay - now adopted in various prestigious wine-growing areas - was experimented in 1998 by the recently deceased founder Giacomo Rallo, and then adopted for the La Fuga vineyard. An important innovation, which took advantage of the cooler temperatures of the night to preserve the aromatic characteristics of the grapes and to reduce energy consumption during refrigeration, solutions that have made it possible to increase quality and take a concrete step forward in terms of environmental sustainability.

Selection of local producers involved

Tenuta Scilio Valle Calfina – Abbazia Santa Anastasia – Alessandro di Camporeale – Porta del Vento – Cantina Marilina – Feudo Ramaddini – Terre di Noto – Florio, Marsala (Duca di Salaparuta) – Donnafugata – Firriato – Cantine Nicosia – Feudo Arancio



FESTIVALS

Gulášmajster Bzovík

Background

Gulášmajster Bzovík is a local festival and competitive event where many teams gather in the village of Bzovík competing for the best goulash soup prepared in natural conditions in a wood heated kettle. Goulash soup is equally popular in Slovakia as it is in Hungary and both countries consider it as their own. In any case, goulash soup differs not only between the two countries but actually between each region, town and even household.

The competition is organised yearly and it is accompanied by a number of other activities attractive to tourists. Most important are the traditional market and performances of folk groups presenting traditional Slovak folklore. The tourists can also visit local fortified monastery that is the main tourist attraction in the municipality of Bzovík.

The event is known regionally as there are numerous events of the same nature all around Slovakia each year. This however, presents a potential for growth and attraction of tourism from Slovakia and abroad. The event is organised once a year only and is freely accessible to everyone.

Key Information

Bzovík, Slovakia

All year round

Access is from the North (Zvolen, Krupina) but as the place lies alongside the major road connecting Hungary and Poland via Central Slovakia, it is easily accessible also from South (Budapest).





Bzovík Castle

The Experience

The visitors have a chance to taste goulash soup from different participants. They can also taste other home made products such as sausages and home-brewed spirits. There is usually also a number of exhibitions of folk art with a possibility to purchase different goods.

There are stages which host various musicians, most of them presenting folklore in the form of song and dance. Children can ride horses and partake in various activities.

The village also offers year-round access to a fortified monastery that is visited by a number of tourists and is one of the symbols of the village and the region.



Goulash soup



FESTIVALS

Festival Hontianskych Chutí

Background

Festival hontianskych chutí can be freely translated as festival of tastes of Hont region. As the title says this is an event that is organised yearly in June. There are a number of exhibitors at the festival that demonstrate and prepare specific foods and beverages of their village. The visitors are able to partake in preparation of the food and, of course, they can also buy the food for consuming directly there or for taking away. Obviously, there are many side activities at the festival such as concerts or activities for children. The festival is organised in Dudince, which is an important spa resort of the region and the whole country. The festival is being advertised on a country level with international outreach as the organisers are using web marketing and social media for its advertising.

Key Information

Slovakia

Check website for opening hours

Easiest access is from the North (Zvolen, Krupina) but as the place lies alongside major road connecting Hungary and Poland via Central Slovakia, it is easily accessible also from South (Budapest).



The Experience

The visitors have a chance to taste many local foods and beverages as this is the goal of the festival. There is also a number of exhibitions of folk art with a possibility to purchase different goods. Stages are set up for hosting various musicians, most of them presenting folklore in the form of song and dance.



Potato dumplings with cheese

Children can ride horses and partake in various activities. The town of Dudince also offers year-round access various spa resorts as it is famous for its healing water.



Folk dance performance in the Hont region



Music at the Hont Parade



Traditional costume

The 8th Annual Midlands Craft Beer Festival 2022

DON'S BAR,

2-4 MAIN ST - CARTRONKEEL - MOATE, CO. WESTMEATH

SATURDAY 20TH

3PM TIL LATE - FREE

**FEATURING
SOME OF THE BEST
BREWERS IN IRELAND**

HOSTED BY SIMON

**COME SOAK UP THE SUN,
ENJOY A BEER, SOME FOOD,
& HAVE THE CRAIC!**

#MCBF22

simon

FESTIVALS

Midlands Beer Festival

Background

Back in 2015 there was a handful of new Craft Brewery's popping up in Ireland. It is estimated that there were 63 microbreweries operating in Ireland at that time, of which 48 were production microbreweries (22 more than the previous year) and 15 contracting companies. Microbreweries in Ireland in mid-2015 employed an estimated 312 people. (Double the number of 12 months previous).

The micro-brewing industry sources over half of its brewing ingredients by value domestically. For example, in 2015, almost 90% of microbreweries sourced supplies of malted barley from within the Republic of Ireland, typically amounting to 80% to 90% of all their malted barley inputs. Distribution is another source of local spin-off activity. In 2014, 41% of the output of the sector was channelled through wholesalers/distributors. Thus, there are significant downstream benefits for the agricultural and other sectors.

Key Information

Ireland

20 August 2022

Moate, Co.
Westmeath



Visitors enjoying the festival

Contents

Destinations

Festivals

Guided Tours

Itineraries

Markets



Local chef preparing lunch

It is in this burgeoning landscape that a craft beer aficionado conceived the idea of the Midlands Craft Beer Festival, which has developed into an annual event in a small rural town in midlands Ireland.

"The Midlands Craft Beer Festival was originally conceived as a fund-raiser

for the Moate All Whites football club. "Don's Bar" sponsored the local team and suggested that we might do something as I knew a lot of the local breweries. I said it would be a bit of fun and agreed to put the wheels in motion. The whole reason that I started the blog in 2013 and the Athlone Beer Club in 2014 was to support the Irish Craft Beer scene and this tied in nicely. The inaugural event went well, with breweries coming from Sligo – White Hag, Roscommon – Black Donkey and Mayo – Reel Deel. Most import were the nearest brewery, Bo Bristle from Offaly, then head brewer Dave Guilfoyle being an enthusiastic early supporter of the event. At the time there were some large Dublin based beer festivals and the consensus was that the brewers were happy to participate in something smaller and more regional. Unfortunately the local GAA fans didn't turn out in large numbers in the first year but we decided to continue running the festival unaffiliated to any organisation and just for the love of it." - Simon Broderick, event founder



Craft brewer

Midlands Craft Beer Festival takes place every year since 2015, unless there is a global pandemic, in which case the festival has been known to take place 'virtually' online.

The Experience

The craft beer scene in the Midlands has developed significantly since 2015, and recent years has been represented by regular Wide Street Brewing from Ballymahon, Athlone's Dead Centre Brewery and Ballykilcavan Brewery from Laois. They are also joined by breweries from other parts of the country including Galway Bay Brewery and Rye River from Kildare. Lanesborough's Lough Ree Distillery are also while Monaghan's Nitro Ground – now trading as Bog Boy Booch offer nitro coffee and kombucha. Some live music and DJs keep the party going.

Selections of local producers involved

Galway Bay Brewery – St. Mels Brewery – WideStreet Brewing Company – Ballykilcavan Farm and Brewery – Lough Ree Distillery – Land and Labour Brewery – Rye River Brewing Co. – Dead Centre Craft Brewery – Biasol



**The 8th Annual
Midlands
Craft Beer
Festival 2022**

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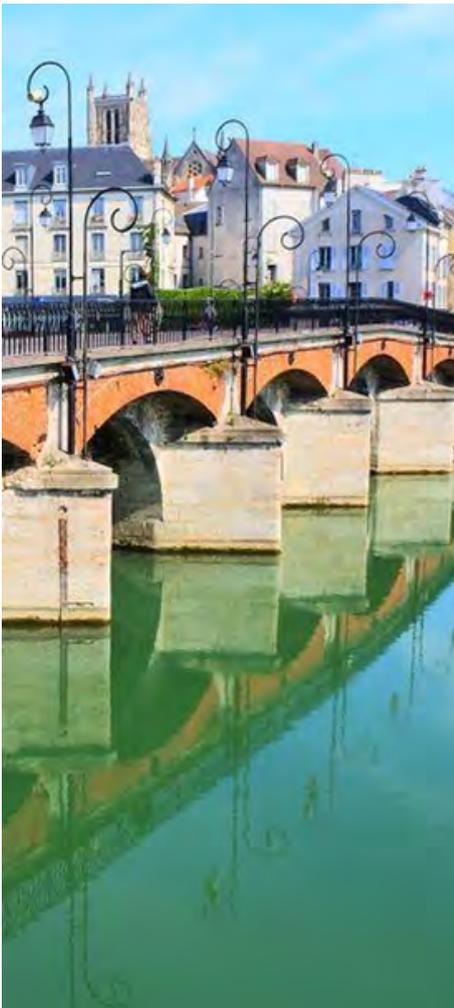
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Midlands Beer Festival 2022



GUIDED TOURS

Maison du Fromage de Meaux

Background

The “Maison du Fromage” proposes a tour around the Brie de Meaux AOP. Historical reenactments and tableaux will allow the visitor to discover more about the history of this famous cheese. The Tour presents the different steps of the Brie making, from the milk harvest to the maturing in cellars. Also, the visitor will learn about the current stakes for the Brie de Meaux AOP which is proudly represented by its Brotherhood. To top this discovery off, the tour offers a tasting every day. All year round, activities around Brie and Terroir are offered to you! Workshops, tastings and exhibition.

To go further on the tour, visitors can visit “the cheese dairy Meaux Saint-Faron”. It opens its doors to discover the secrets of manufacturing and refining Bries Meaux and Melun. You will begin your visit with the screening of a film that traces the rich history of the King of Cheese, Brie. Then, in the heart of the cheese factory, you will attend the various stages of the transformation of the milk until the cheese is ready to be consumed. Enjoy the end of the course, a tasting, commented by our expert cheese.

Key Information

Meaux, France

April – October Sat and Sun 11am, 11.30am, 4pm and 4.30pm, except on 1 May.
November – March Sat 11am, 11.30am, 4pm and 4.30pm.
Sun 4pm and 4.30pm

By car or by train with Line P of the suburban transports.



Location of the museum



Brie de Meaux

A tour can also be organised in Meaux, and visitors can take a train from Paris, and have a guided tour of the Episcopal Palace of Meaux, in order to understand the history of the Brie de Meaux. The guide will explain the story of the famous cheese of the region: the Brie. After learning about Brie de Meaux, what would be better than tasting the cheese declared as “The Prince of All Cheeses” by Talleyrand in 1815, at your return on board?

The customer will discover all the Cheese Factory process, and of course savour the cheese, the Brie of Meaux. The tour can start with the Cheese Dairy Meaux Saint-Faron, and they offer tours of the factory, where you learn about the cheese making process and finish with a tasting or “une dégustation”.

Back in the centre of town, we headed to the Maison du Brie de Meaux, also known as the Brie museum. They offer a daily brie tasting. After the museum, there is also a specialty cheese shop in town, where you can purchase Brie de Meaux and other famous French cheeses to take with you back to Paris.

The last visit will allow the visitor to digest all the cheese of the day, and learn during a guided tour, the history of the Cheese in this French Region.

The visitor will meet the employee of the Cheese Factory in Meaux, and could ask any question on the manufacturing process. It will be a full day of cheese tasting! This tour is interesting because it allows the visitor to discover a new town around Paris, which is not so famous, and learn about the cheese history, that made this Region famous all over the world. The visitor will learn about all differences of the Cheese tasting and



Bridge over the Marne at Meaux

manufacturing. It is a unique experience in a small medieval town, at 1h away from Paris. The town can be easily visited by foot, and not many tourists come here, it allows the guide to be fully concentrated on your experience.

Outstanding Producer

In 2004, the cheese dairy Fromagerie de Meaux Saint Faron decided to refocus its activity on the production of brie from Melun, Croupet and Jéhan de Brie for the local market. Today, the cheese factory produces and refines Brie de Melun, which it also sells in a shop, and makes nearly 80% of the production of Bries de Melun. The cheeses from the cheese factory are produced exclusively with regional milk, a guarantee of their quality. They are often awarded prizes, in particular at the Concours Général Agricole or at the Foire de Coulommiers. Today, Pascal Moingeon runs the cheese factory, as well as the 4 other cheese factories in Jort. With his experience in the sector, he affirms that “master cheese makers repeat ancestral gestures, precise, respectful of tradition and nature”.



Museum of the Brie de Meaux



Cheese manufacturer Saint-Faron

GUIDED TOURS

Brewery Hops

Background

Brewery Hops is a bespoke guided tour company, designed around tours of breweries and distilleries in Ireland. It was set up by Mia Tobin, an accredited National tour guide with 10 years experience. Mia is the owner, bus driver and guide. There are a number of different packages available to choose from, day tours to 6 day long tours all done in Mia's 16 seater bus.

Mia's experience in the area means she knows where to find breweries located in small rural areas that are off the beaten track, your tour will also take in the best Irish tourist hotspots such as the Rock of Cashel, Kinsale, Killarney, Dingle, Cliffs of Moher and the Burren.

The tours embrace Irish history, culture, music, food and drink and are expertly curated by Mia herself. There is a real sense of this being the perfect way to see Ireland while learning about the growing craft-beer industry and the whiskey tours too. There is also the promise of being entertained on route with stories of Irish history and events.

This tour is very different to others out there as it is more of an immersive tour and you are very much involved in every aspect, it's aimed at anyone who wants to get away from the more traditional "tourist" tours.

The Experience

There are a few different tours available through Brewery Hops. These include:



Key Information

Ireland

All year round

Tours take place all over Ireland. Transport is provided

Phone:
+353 86 838 2996



Short tours (1 day) - Glendalough Gourmet Day Tour; Meet the Makers Tour.

Multi day tours (5 - 6 days) - 5 Day Wild Atlantic Day Tour; 6 Days Northern Delight Tours; 6 Days Angels Share Whiskey Tour; 6 Day Pint and a Half Tour.



Whiskey distillery

The *Glendalough Gourmet Day Tour* visits two of Ireland's best craft breweries – Wicklow Brewery and Wicklow Wolf, both of which are producing top quality Irish craft beers. Enjoy sampling the range of beers at these breweries, along with a 5 course pairing lunch which is included at Mickey Finn's bistro. Perfect for private groups of 10 – 16.

Escape Dublin city on a day trip to Wicklow on a guided food and drink trail to a country estate, a winery, a brewery and a distillery. You'll *Meet the Makers* who produce the county's local food, wine, beer and whiskey. Ideal for 10-16 people.

Their flagship *5 Day Wild Atlantic Way Tour* takes you on a journey of a lifetime! Starting and finishing in Dublin, this tour guides you through the South West of Ireland. Historical highlights include the majestic Rock of Cashel, Kilkenny castle and the beautiful thatched cottages of Adare. The dramatic scenic landscapes of Killarney, the Dingle peninsula, and the Cliffs of Moher never fail to impress. This tour visits the best craft brewers who will engage us with their stories over excellent beer tastings. Often we get to taste new beers which haven't hit the shelves yet. Our groups always feel like they have a unique experience by visiting local breweries as they brew. This 5 day tour has the perfect mix of diverse scenery, cultural sites, dramatic coastlines, overnight



Cliffs of Moher, Co. Claire

stays in cosy accommodation and of course the best of Irish craft beer coupled with great food. Come experience Ireland's Wild Atlantic Way.

For many years, Northern Ireland was under the shadow of 'the troubles' with few brave enough to visit. Since the Peace Treaty of 1998, Belfast and the Causeway Coast has transformed itself and was listed as the top region to visit in 2018 by Lonely Planet. On the *6 Days Northern Delight Tours* we aim to discover the political legacy of the Troubles in Belfast and Derry city by taking locally run tours. We enjoy the unique UNESCO site, the Giant's causeway located on the stunning chalk white cliffs, now also famous as the filming locations for many Game of Thrones scenes. We get an immersive experience at the best of Northern Ireland's craft breweries and of course a tour and tasting at Bushmills – the oldest licensed distillery in the World.

Starting and finishing in Dublin on this fully guided tour, you'll also visit Co. Donegal, Sligo and Mayo in the Northern section of the Wild Atlantic Way – the 1,600 mile long route that takes in Ireland's stunning Atlantic coastline. The North West of Ireland is home to our most remote national parks, rugged scenery and stunning coastal views.

The *6 Days Angels Share Whiskey Tour* is focused on Irish whiskey, let's sample old and new whiskies from some of the best whiskey distilleries in Ireland on this 6 day tour. Tour the Ancient South East region of Ireland – taking in Kilkenny and Waterford, before joining the Wild Atlantic Way in Cork and following it to Kerry, Clare and Galway. Our tour will bring us to a selection of Ireland's leading craft distilleries; such as Midelton distillery and Tullamore DEW as well as the new distilleries in Waterford and Clonakilty.

As we take our tour, you'll be able to enjoy the stunning coastal scenery along the Copper Coast Drive and on the Wild Atlantic Way. Highlights include a castle stay in Waterford castle, located on an island. All accommodations are in 4 star hotels in some of the most picturesque towns in Ireland. This 6 day tour gives you a taste of Ireland's whiskey culture also known as uisce beatha, the water of life. You'll see plenty of scenery and historical sites along the route.



A pint and a view

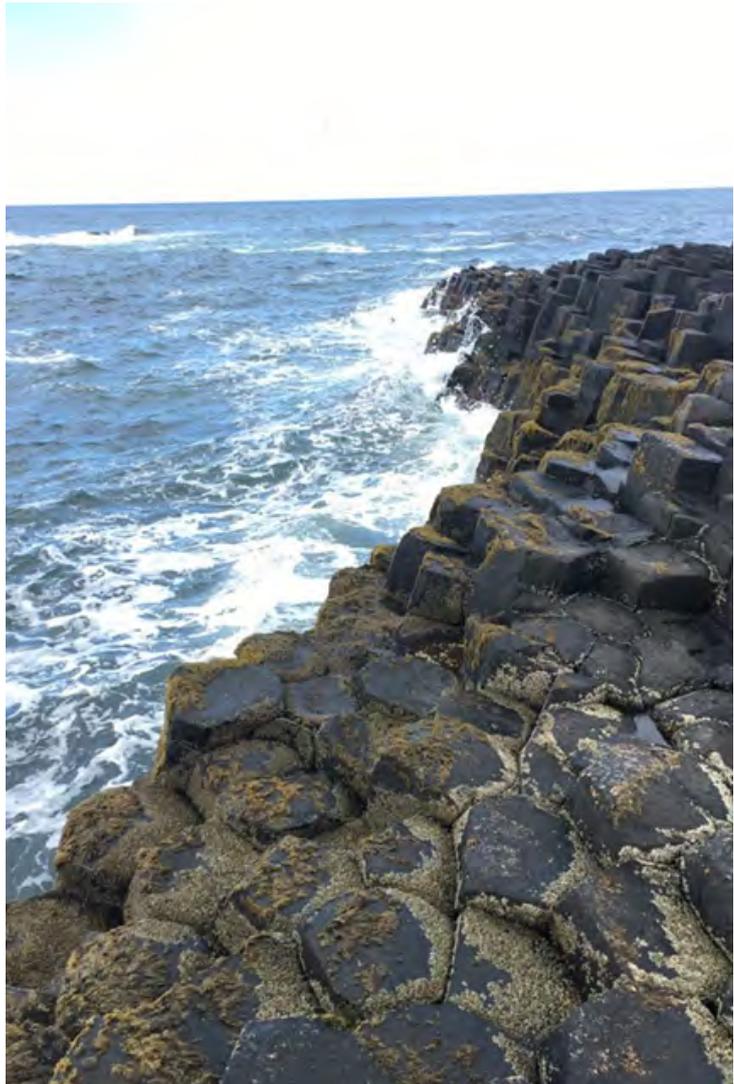
"A pint and a half one" traditionally refers to a pint of Guinness and a single measure of Irish whiskey. The perfect combination whilst reading the paper or talking about the weather as is commonplace in any Irish country pub. The *6 Day Pint and a Half Tour* extends the 5 day Wild Atlantic Way tour to include Co Kilkenny. It visits 5 craft breweries as well as whiskey distilleries such as the world famous Midelton Distillery, more commonly known as Jameson; and the smaller

craft distilleries of Ballykeefe Distillery, Clonakilty and Dingle Distillery. Enjoy the story of

these traditional Irish industries that are just returning to their former glory. Irish whiskey was deemed to be the best in the World until US prohibition which almost led to the demise of our industry. Now Ireland is regaining its rightful place as a premium supplier of fine whiskey and there is a growing demand for it worldwide. Taste it for yourself at the source.

Enjoy the stunning scenery on this journey from rural countryside to coastal vistas. Experience the lively pub atmosphere and traditional music in small Irish towns and villages. These, along with heritage sites and local experiences make this small group tour as perfectly balanced as a Pint and a Half one.

Brewery Hops also offer the amazing opportunity to create your very own tour! You can choose the amount of days spent, number of people or if you are more into craft beers, whiskey, food and location. Truly a bespoke adventure on offer here.



Giants Causeway, Northern Ireland

Selection of producers involved

Ballykeefe Distillery – Clonakilty Distillery – Dingle Distillery – Wicklow Brewery – The Grand Estate at Kilruddery House – Wicklow Wolf Brewery – Eight Degres Brewing

GUIDED TOURS

Cantine Nicosia

Background

Back in 1898 Francesco Nicosia, the great-grandfather of the current owner, decided to open his first wine shop in Trecastagni, on the eastern slope of Mount Etna. This was the golden age of Etna wines, which – even then – were renowned and esteemed across Europe for their minerality and “volcanic” personality.

Towards the end of the twentieth century, however, the family came to an entrepreneurial watershed, thanks to the tenacity, courage and innovative spirit of Carmelo Nicosia, the current owner. Investing heavily in expanding and restructuring the vineyards, and building a modern winery, he helped transform the family business into one of the leading players in the renaissance of Sicilian wine in Italy and around the world.

Nicosia is a dynamic, modern and efficient company that looks towards the future, but without forgetting tradition. It is headed by Carmelo Nicosia, assisted by his sons Francesco and Graziano and a close-knit team of young people such as enologist Maria Carella, who fully interpret the company spirit.

Key Information

Sicily

Mon – Sat 8.30am to 1pm and 15.30pm to 19.30pm, Sun 8.30am to 1.30pm

By car from Catania (16km), Taormina (52km), Siracusa (82km), Messina (96km), Noto (107km), Ragusa (126km), Agrigento (178km), Palermo (223km)



Cantine Nicosia

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Promoting the best wine growing areas in Sicily while fully respecting the environment, focusing on the finest native varieties and the international cultivars that can best adapt to Sicily, promoting the best raw material by selecting the best grapes and lavishing enormous care on work in the cellar. A long and exciting path towards quality, in order to produce wines that represent the finest in Sicilian enology.

The Trecastagni winery is the place where tradition meets ultra-modern technology. Covering a nearly 27,000-sq.-ft space, over a total area of more than 20.000 square feet, among the spacious winemaking area and testing laboratory, large stainless steel tanks and barrels, the ultra-modern bottling line and the bottle ageing area and the



Cantine Nicosia

suggestive underground barrel cellar, the winery is where the heart of the company beats.

Here, in the hospitable wine shop, visitors are welcome to sample the final result of the company's efforts for themselves. In this veritable "refuge", far from the frenetic pace of everyday life, standing

before a majestic view of the volcano, guests at Cantine Nicosia can take part in tastings and events in which wine is always the star.

Cantine Nicosia has joined the principles of sustainable viticulture to combine environmental protection and food safety. Using the most advanced techniques of precision viticulture, the winery has been able to reduce to a minimum, the use of agrochemicals and fertilizers, with the aim of eliminating the presence of natural or artificial contaminants in the wine.

The winery has long taken up the challenge of high quality with the aim of satisfying the demands of consumers, who are increasingly attentive to healthy eating and the traceability of every step of the production process. Therefore, Nicosia has earned official and internationally acknowledged certifications requiring the observance of a series of parameters and guidelines in company activities, work organization, production processes, relations with customers, suppliers and consumers, and environmental and food safety.



Figure 1: Location of Cantine Nicosia

The Experience

Cantine Nicosia provides several guided tours and unforgettable wine and food experiences.

The *Sorsi de Vulcano Tour* is a 60-minute guided tour of the winery, including a visit to its evocative underground barrel cellar and a guided tasting of 3 Etna wines,

equally authentic expressions, albeit different from each other, of the precious characteristics of the native vines based on the Etna DOC and the extraordinary peculiarities of our Volcanic "terroir". Like the lava soils and the altitude that give minerality, freshness and elegance to the wines of Cantine Nicosia. Three labels to discover the different nuances that wine excellence can take on in a unique area like Etna. A territory which, by combining tradition and experimentation, has successfully interpreted the millenary vocation of Sicily for wine.

Etna da bere e da gustare is a 90-minute guided tour of the winery and a visit to the underground oak barrels cellar, which is followed by a guided tasting of 4 Etna wines with cold cuts, cheeses and other typical local products: A tour to discover the cellar and its suggestive underground barrel cellar and, to follow, a rich and fascinating



The underground oak barrel cellar of Cantine Nicosia

tasting itinerary of 4 Etna wines, equally authentic expressions, albeit different from each other, of the precious characteristics of the indigenous vines base of the Etna DOC, of the different types that are produced with them and the extraordinary peculiarities of our volcanic "terroir". Like the lava soils and the altitude that give minerality, freshness and elegance to the wines of Cantine Nicosia. Four labels to discover the different nuances that wine excellence can take on in a unique area like Etna. Combined with a wide selection of cured meats, historic Sicilian cheeses and other top quality typical products.



Cantine Nicosia vineyard

Walking around the Vineyards of Monte Gorna is a guided tour of the winery and the Monte Gorna vineyards with a tasting of 5 top wines from Etna. The 120-minute tour includes a visit to the underground oak barrel cellar, the ancient millstone (*palmento*) of Monte Gorna. A selection of Sicilian salumi and cheeses and four small samples of Sicilian recipes. A suggestive walk among the vines, the dry stone walls and the nature of the Monte Gorna district, the extinct volcanic cone on the slopes of Etna on which the most beautiful of the vineyards of Cantine Nicosia stands, from which it will be possible to admire the beauty of a territory single. After the visit to the vineyard and its ancient lava stone millstone, we will continue with the tour in the cellar and then return to wander among the rows of Monte Gorna, but this time comfortably seated with the glass in hand. We will taste 5 of the best labels of the Tenute Nicosia selections under the expert guidance of our Sommelier, in a real eno-sensorial and eno-gastronomic journey that will also include the pairing of wines with food. To accompany the bubbles, whites and reds of Etna, a delicious selection of typical local products, such as cured meats, historic Sicilian cheeses, Slow Food presidia and other typical products.

Sicily at the Table and into the Glass is a 120-minute guided tour to discover the cellar and its suggestive underground barrel cellar and, to follow, a tasting of 4 representative wines of different varieties, denominations and types produced by Cantine Nicosia and a lunch or dinner (a starter, a first course, a second course and a dessert) at our Osteria, with a tasting menu consisting of 4 dishes, prepared starting from the best local raw material and designed to enhance the typical flavours of



Cantine Nicosia winery

the ancient Sicilian culinary tradition and, the labels chosen in combination by our sommelier.

Cooking Class: Street Food Made in Sicily. Along the coast, in town centres and in the suburbs, it is easy to find delis and chip shops in which are prepared take-away food: fried fish, potato croquettes, meatballs, vegetables in batter, rice and crispelle inevitable arancini (or arancine), the driven (buns filled with all good things) and, in Palermo, the fritters, hot and crisp sheets of chickpea flour that satisfy everyone, even the most discerning palates.

Selection of local producers involved

Le Tre Castagne Dell'Etna S.R.L. – Nutty Plus S.R.L. – Etna Miele – Apicoltora
Filippo Leonardi



GUIDED TOURS

Virgona

Background

The Virgona Agricultural Company was born to complete a long winemaking tradition, making its contribution to the enhancement and renewal of Salina's wine production given the economic, social, historical and cultural importance that this sector has always had on the island. The careful and passionate family management follows the vinification in all its phases, offering the certainty of a correct transformation, to obtain a high quality product with an absolutely genuine and natural taste.

The vineyards are located in a splendid and fertile hilly area of Malfa, the winery has undergone the necessary transformations over the years to adapt to the most modern technologies while maintaining the strong personality of the wines.

The company produces wines with a typical geographical indication: Salina Rosso, Salina Rosato and Salina Bianco, and Spumante di Malvasia, but is renowned for the production of Passito D.O.C Malvasia delle Lipari and completes the range with Grappa di Malvasia delle Lipari. Malvasia, In addition to wines, the company also produces craft beers.

Key Information

Salina Island, Italy

By appointment with
Danile Virgona

By car or bus from
Fontanarossa Airport
(Catania) to Milazzo
and then by hydrofoil
(Liberty Lines)

Phone:
+39 090 984 44 30 or
+ 39 338 745 59 12



Panarea seen from Salina

The Virgona company is truly unique in the Aeolian Islands also for the processing and marketing of various agricultural products: Capers and Cucunci, Preserves, Pestos, Jams, Jams for cheeses, Natural flavours and Slow Food Presidia.



Pollara, one of the most famous places on Salina

But the reason why Virgona is worth a visit to Sicily is the tasting of its Malvasia. It is a wine produced with 95% Malvasia grapes and the remaining 5% from black Corinth, grown on the beautiful and sunny hills of Malfa, on the island of Salina. It is a passito with an amber-orange colour with copper reflections, the aroma is broad, intense, enveloping but of fine quality, with notes of apricot, anise

and honey. The taste is confirmed as sweet, complex but balanced, full and seductive. It is a meditation wine that can be enjoyed together with blue cheeses, typical Sicilian sweets, dry pastries and is the protagonist of many tasty gastronomic recipes of the Aeolian tradition. It is a passito that expresses the different peculiarities of the territory and the ecosystem to which it belongs, concentrating them in a single essence. The production is numbered and limited.

The Experience

The Virgona Agricultural Company promotes wine culture initiatives, offering enthusiasts the opportunity to develop the knowledge of "good wine" in a pleasant way as a genuine expression of the island's nature. In the cellar, open all year round, visitors will be allowed to follow the wine in every phase, with a guided tour of the vineyards and caper orchards to learn about the cultivation methods, explanation of the drying and vinification systems or the harvesting and salting of the capers, until bottling.

The Virgona Winery, in addition to the quality of the wine, has courtesy and professionalism as a distinctive value and is able to accommodate small and large groups of wine lovers, to offer tastings, even reinforced, by booking, combining the winemaking tradition with the food and wine tradition of typical products. The tastings take place with the intention of making-known and tasting their own products, each wine is accompanied by a dish made with various pestos in jams for the end of the tasting. Malvasia delle Lipari Passita will be served often accompanied by biscuits or a mousse of ricotta with candied capers.

The company organizes 3 tasting menus:

Menu 1 (60 minutes) consists of a sparkling wine accompanied by a selection of pesto, a dry Malvasia accompanied by several preserves made by us, a red Salina accompanied by cheeses with jams of our production and a Malvasia Passita accompanied by biscuits or a ricotta mousse with candied capers.

Menu 2 (45 minutes) consists of a Malvasia-flavoured beer accompanied by a selection of pesto, a beer flavoured with capers accompanied by preserves made by us and a Malvasia Passita accompanied by biscuits or a ricotta mousse with candied capers.

Menu 3(120 minutes) includes a tasting of 8 wines: an extra-dry sparkling wine accompanied by Crostini with pesto of our production, an Alba sparkling wine with friselle with tomatoes and capers, a White Salina with various preserves in oil, a Rosé Salina with various preserves in Don Carmelo oil, a Red Salina accompanied by cheeses combined with different jams of our production, an Enrico (100% dry barrique Malvasia) accompanied by cheeses combined with different jams of our production and a Malvasia delle Lipari passito with a cannolo decomposed with candied capers or dry biscuits.

Selection of local producers involved

Eolie Shop – Fondazione Slow Food – Italian Food Experience



The vegetation of Salina includes eucalyptus, red eucalyptus, acacias, alders, elms, pines, holm oaks, chestnuts and ferns

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GUIDED TOURS

Aldonza

Background

Located in the municipality of Munera (north-west of the Albacete province), in one of the most famous landscapes of Don Quixote's travelling, Aldonza is a quite unique place which brings together a selection of some of the area's most well-known and exquisite products. This family business was established 4 generations ago and mostly made wine for self-consumption and for the pleasure of friends and family, following traditional manufacturing processes and know-how that was passed from parents to children. However, as word spread, and the number of the pledged orders increased, the time had come to take the big step.

In 2011 new manufacturing facilities were built and a new dawn started for Aldonza. Nowadays the traditional knowledge co-exists with sophisticated and environmentally friendly technology and has enabled the company to offer not only high-quality wine and extra virgin olive oil, but also diversify its product offer with saffron, white sparkling wine (cava) and Manchego cheese, becoming thus, a unique place where visitors may enjoy a complete gourmet experience.

Key Information

Munera, Albacete
Province, Spain

All year round

By car, parking is
available

Phone:
+34 967 21 77 11 or
+34 660 634 959



A local vineyard



Aldonza winery

Another quite particular feature is a free-of-charge guided tour combined with wine and extra virgin olive oil tasting which may be booked throughout the week. It takes the attendants through the facilities of the winery, olive mill and the saffron production to finish in a beautiful underground “cave” where the tasting takes place.

Furthermore, in its website the company invites visitors to get a deeper experience by visiting historical, nature or archeological surroundings, explaining the historical relevance and how the area (and eventually Aldonza) is related to the Don Quixote adventures, acting so as one of the main attractions of the municipality.

The Experience

The wine and olive oil guided tour and tasting experience includes a tour of the biggest part of the Aldonza facilities including the wine-manufacturing, the olive mill and the saffron extraction area. Charismatic and knowledgeable staff members explain to visitors in an-easy-to-understand language, the particular features of the olive trees and vines due to the uniqueness of the climate



Waterfall room of barrels

conditions, how the machineries work, how their processes applies environmentally friendly and circular economy principles, and how the final products are obtained. The end of the tour will lead the attendants into the cask-room where the tasting takes place, located underground in the old wine cellar, where a warm and wonderful setting and the sound of an in-situ waterfall blends with the wood and wine aroma. The visitors will be able to taste three types of wine and gain insight on how to appreciate the certain taste of different wines and distinguish features such as quality, alcohol degrees, etc.

Similarly, the olive oil tasting aims at offering a taste of good quality products and offering tips and advice on how to distinguish the extra virgin type quality, relying on the taste instead of the colour. To that end the tasting is performed in opaque blue glasses.

Aldonza also offers a unique cheese tasting experience which includes three types of manchego cheeses (cured, semi-cured and seasoned in olive oil) elaborated by artisan cheesemakers.



A view of the vineyard

GUIDED TOURS

Bodega de las Estrellas

Background

The winemaker family of the Stars Winery dates as far back as four generations ago, when vines started being grown in the Castille region in the XIXth century due to the expansion of the phylloxera plague in the rest of Europe. The efforts of the first generation were rewarded with the Silver Medal of white and red wine of the 1928, harvest as well, in the Barcelona's National Wine Competition in 1929.

The family's third generation under the lead of one of the main pioneers of Biological Agriculture in Spain, after sessions of training and consultancy, achieved producing of the first ecological wine in Castilla la Mancha in 1984, marking so an important milestone for the winery's development. An independent movement was forged, which consisted in becoming an "independent wine-grower", an adopted-from-French term referring to people who make wine from the vines they grow.

Key Information

Valdepeñas, Spain

Mon to Fri 10am–2pm

By car, train or bus

Phone:

+34 926 31 32 48 or

+34 650 552 976



Production facilities at the Bodega de las Estrellas

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Bodega de las Estrellas

Presently the fourth generation finds itself clashing with the de-naturalized practices of mass-production and chooses to undertake as a result, the beautiful and challenging path of the independent and ecological winemaker, only counting on biological vines and natural manufacturing.

The Stars Winery is highly participative of local events and celebrations, bringing a taste of its finest wines to cultural life, some of which include:

“The young wines celebration” usually takes place after a carnival, to present the newly and/or recently produced wines of different colour and textures. It consists of a weekend where visitors are invited to a guided tour of the winery as well as wine tasting.

“Note of Wine” usually takes place on June 23, on the Summer Solstice. During the day a walk in the vineyard is organized and in the evening, in collaboration with the Valdepeñas town hall and other local wineries, the attendants have the possibility to enjoy performances such as concerts or theatre plays in the company of a glass of wine.

The *harvest celebration* is a local festivity that happens on the 7th of September and the winery opens its doors to visitors to taste grape juice which will be processed to wine.

“Make your own wine!” is organized in October during the second harvest. The winery opens its door to traditional activities such as grape-picking, grape-treading and wine tasting with explication of the cycles of a vineyard.

The Experience

Apart from the popular and traditional celebrations, customers will be welcomed to book a wine tasting and guided visit of the facilities organized by the winery. Dedicated staff members will take the visitors on a tour and will explain particularities such as the historical background and local particularities of production , biological agriculture and the effects of the moon and stars in wine cultivation and elaboration; how the moon and star model the taste and quality of grapes and wine

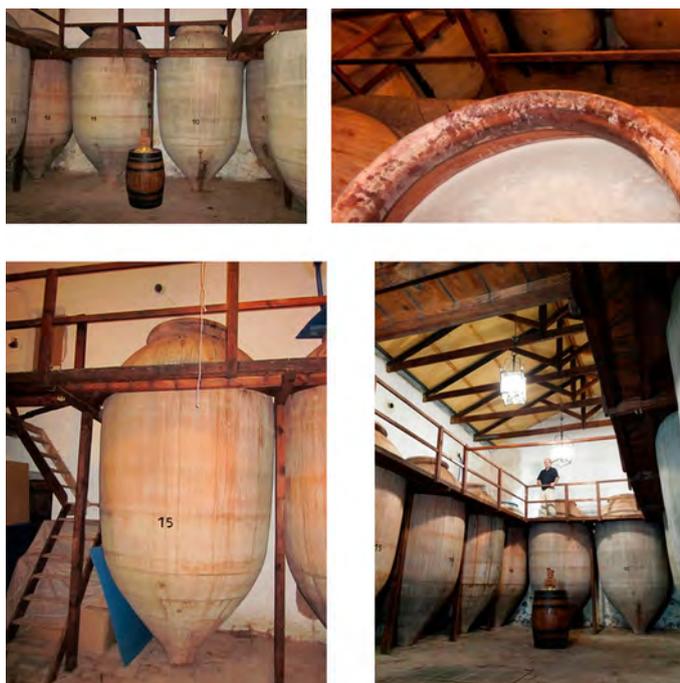
The visitors will also be offered to taste 3 wines per couple (6 in total) accompanied with 3 local snacks and upon finalization, will be gifted with a didactic complement of the visit - "Tasting guide of the four elements" as well as a "moon calendar".

The Premium Guided Visit and "Star Tasting" Training Course is led by Dionisio Nova, the current owner, who explains how wine is integrated with the cycles and rhythms of the moon and stars. Special attention is also given to the explication of the ecological aspect of vine caring, production-processes and wine quality. The training course uses the qualities of four elements, air, water, fire and earth to explain the different qualities, properties, colours, flavours, tastes and textures that are reached through agriculture and elaboration. Finally, the attendants are taught to use the "At the Moon's compass" calendar and how to apply it to wine tasting. A selection of 5 wines and some local snacks are offered.



The Bodega's winery

"At the Moon's Compass" training course, customers who wish to deepen their knowledge of wines are welcomed to attend a wine tasting during the training course where they will have the chance to learn more about wine qualities such as colour, flavour, texture etc., elements such as brand, origin, cultivation etc., how to distinguish wine quality and how to use a more technical and yet easy-to-use vocabulary to describe them. At least 5 types of wines will be tasted, accompanied with snacks from the area.



Views of the winery

GUIDED TOURS

Finca Fuentillezjos

Background

The farm began as a leisure-time activity of a family of doctors who loved spending time in the countryside among pastures and cattle and enjoyed making ecological cheese for self- consumption.

They transmitted the love for the land and production to their children who, instead of choosing to continue the family tradition and become doctors, decided to move to the countryside and become full-time farmers.

It took them years to organize everything but finally in 2003, they launched their economic activity and started producing ecological cheese. 2019 marked another important milestone for them as they were finally able to close the production circle within the farm, from raising cattle to producing milk and subsequently, elaborate cheese.

Not only does this achievement serve as a quality seal for the final, but it also enables those responsible for the farm to live their values in terms of organic farming and fair animal treatment.

Key Information

Poblete, Ciudad Real
Province, Spain

Winter Mon to Sun
9am–5pm, Summer
Mon to Sun

Phone:
+34 647 505 434



Location of the Finca Fuentillezjos

Contents

Destinations

Festivals

Guided Tours

Itineraries

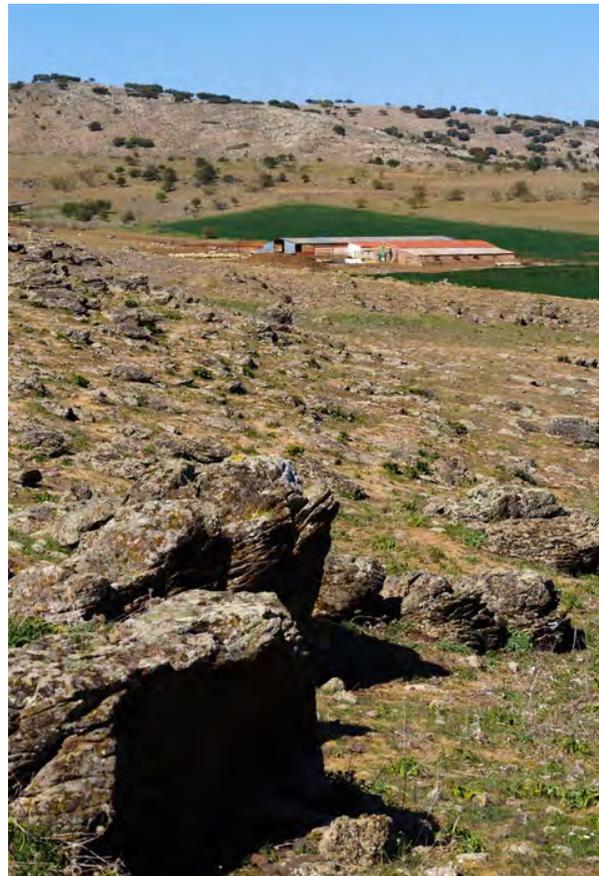
Markets

The Experience

The experience includes a guided visit of the property led by the company's staff, where the phases of cheese elaboration will be explained carefully, together with the daily tasks the staff carry out and also the way the sheep live on the farm. After the tour, the visitors will have the opportunity to do cheese tasting of a range of cheeses elaborated by the company, along with explication of particularities of elaboration and taste.



Entrance to Finca Fuentillezjos



View of Finca Fuentillezjos



Cheese made at Finca Fuentillezjos

GUIDED TOURS

Oleofer

Background

The Hernandez Hidaglo family, inherited the passion for olive oil from their grandparents who started buying leftover olive trees after the Spanish civil war and exchanged the olives they produced with other foodstuffs like flour, wine etc.

In the 50s Manuel Fernandez Duran, following family tradition, funds the “Agrolea” Cooperative, with other partners from La Puerta de Segura (Jaen), to become in the 60s, a pioneer of retail in Albacete where he opens 60 shops. In the 80s he purchases part of the “La Moderna”, the olive mill, reforms and doubles its manufacturing capacity. Oleofer is born in 1993. In the decade 2000, several important changes are implemented such as moving to current facilities, closing the production circle of the Extra Virgin Olive Oil from harvest, to selling and exporting, launching a new ecological gourmet brand and becoming the first olive oil producing company in Sierra de Segura to specialize in oleo-tourism.

Key Information

La Puerta de Segura,
Spain

All year round from
Mon to Sat 10am–1pm

By car only

Phone:
+34 953 48 71 73



Olive oil tasting at Oleofer

Sierra de Segura is one of the most well-known parks in Spain that attracts many tourists every weekend and during the holiday season to hiking routes, trekking, bicycle trails etc., due to its unique natural surroundings. At the same time the Jaen province produces 50% of the olive oil at national level and 20% at global level.

Taking advantage of the beautiful mountain range and natural setting, Oleofer is the first company in the area to offer a guided tour of the olive oil production facilities, olive oil tasting combined upon request, with a visit to the Segura Castel or even with a boat ride in the El Tranco de las Beas reservoir.

The Experience

The olive oil tasting guided tours have gained prominence in the area, so tourism companies and tour operators have included them in their touristic packs. The guided tour will be conducted by technicians and professionals of the olive oil production. The rendezvous will be the production facility itself where the visitors will be explained to how the different machineries work in the manufacturing process, the different varieties of olives engaged in it, the different types of olive oil obtained, to finalize with extra virgin olive oil tasting. Upon prior booking, the visit will continue to the Segura Castle, or extend to a boat ride in the Tranco de las Beas reservoir.



Guided tour of Oleofer

Other touristic operators have included olive oil guided visits and tasting to their touristic pack. An example is “El Tranco”, a leisure and active tourism centre, which offers many activities touristic; sport; in-nature flora and fauna education activities. It includes visits to Oleofer in its “Special Activities” category with the following packs:



Olive tasting at the Oleofer shop

OleoTranco day which includes a guided tour of the facilities; olive oil tasting, a boat ride and snack, rich in extra virgin olive oil varieties and local products where the gastronomic experience is combined with a breath-taking landscape.

Oleo-tourism day which includes a guided tour of the facilities, olive oil tasting, and finally a boat ride.



ITINERARIES

Peipsi Onion Route

Background

The route of the small villages on the shores of Lake Peipsi is called “Onion Road” not so far from Tartu. It is an area where ancient traditions are preserved and valued, so the communities have remained unchanged over time. Although people sometimes wonder what is so special about an ‘Onion Road’, The Onion Route is in fact a chain of meandering villages on the shore of the Lake Peipsi, inhabited both by Russians and Estonians living side by side, and which is famous for its rich cultural diversity. Three cultures to explore here:

1. Old traditions are still alive and honoured by the Old Believers living on the shores of Peipsi. Varnja, Kasepää, Kolkja – all three are diverse linear settlements (villages), where museums, prayer houses, cemeteries are worth discovering. It is also worth buying fish, onions and other fresh produce from here.
2. The Baltic-German culture is represented by the stately Alatskivi Manor. Old buildings in the heart of the manor are continually being repurposed. However, the grand Alatskivi Castle deserves the special attention, as well as Eduard Tubin Museum and handicraft workshops.

Key Information

Lake Peipsi, Estonian

All year round

Onion Route Network

Phone:
+ 372 56 48 00 65



Kallaste, a village along the Peipsi Onion Route

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Destinations

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Itineraries

Markets

3. Estonians, with their hard work, have promoted both the village life and culture in the region. There is Juhan Liiv Museum and several places related to the legends of Kalevipoeg, the hero of the Estonian national epic. One should also discover the legends of Kodavere parish and its quirky dialect.

Therefore, the Onion Road villages are perfect places to buy fish, onions and other fresh produce. The famous Peipsi onion is not for the weak, it will make your eyes wet, but it is worth sacrificing some tears. If you are looking for a real homemade dinner, visit the Kolkja Fish and Onion Restaurant. Local Peipsi fish dishes are prepared according to "centuries-old" recipes, handed down from generation to generation. And to end the meal, do not forget to order tea from a samovar.

The area offers interesting examples of traditional agricultural and rural ways of life, for example, ways of growing onions and cucumbers, along with good local restaurants and accommodation. The area provides opportunities for 'active holidays' and places to buy local delicacies and handicrafts. However, those attractions up until now, have all been small individual entities which are completely unknown even in their own small country, not to mention further afield. So, there was a real need for promotion and development to avoid the areas being forgotten about altogether.

In 2009, more active individuals and entrepreneurs with an active interest in developing the region gathered together to form a network and the NGO, the "Onion Route" was born as a central coordinating body for the region. The NGO understood that in this kind of economically disadvantaged region, there is clear need to seek some external funds to support activities to strengthen the economic structure of the region.

The Experience

The Onion Route offers participation in various handicraft workshops and classes where one can learn to cook traditional food from locally sourced ingredients. Alternatively, active visitors can go on heritage tours, play disc golf, try to conquer the Lake Peipsi by kayak or sail, or cruise villages and local landscapes on a scooter or a kick sled.

Photography enthusiasts can take part in workshops or even learn to make films, as amularARTorium and Gallery Voronja offer challenging camps and exhibitions.



Vegetable sales stand along the Onion Route

Of course, summer is the best time to enjoy the Onion Route, especially on a bicycle. In winter, however you can have fun on Peipsi as a fisherman, and if you lack the gene,

we have fishing guides who will take you to the lake, provide you with all the necessary tools, guide and teach you how to drill holes in the ice, fish, and later prepare food from your catch or take you on a karakatitsa safari.

Quite famous is the Garlic Festival, which take place in Kuremaa, where Estonian garlic growers come together, to compare the varieties and harvest collected from their fields and exchange the experiences. But it is a lot more.

As for today one can taste and buy from the Garlic Festival, products like garlic bread, garlic bacon, garlic cheese, garlic honey, garlic coffee, garlic beer, garlic vodka, garlic bagels, garlic ham, garlic sausage, garlic candies, garlic cotton candy and a favourite for children- garlic ice cream. The Festival's souvenir; Garlic Chocolate, has been produced by the company Kõlleste Kommimeistrid from the year 2009.

In addition to garlic, one can buy from the market everything grown or made in Estonia, surely home-made preserves, handicraft, vegetables and greens, forging, cosmetics, clothes, souvenirs, woodwork and food as with garlic, as without. So, you can find from the festival market, golden onion grown on the shores of lake Peipsi, freshly smoked bream, also handicraft pottery from the island of Muhu.

Selection of local producers involved

Alatskivi castle with Tubin museum – Liiv museum – Varnja Prayer House – Kostja's Onion Farm – Alatskivi Nature Center – Kodavere Heritage Center – Kivi tavern – Mõisa Tall pub – Kadrina Manor – Ranna Puhkebaas



*Dried fish and onions
along the Onion Route*



On the shores of Lake Peipsi



Key Information

Reims, France

All year round

By train to Reims but preferably by car, as the vineyards are in the countryside outside the city. Organised tours can be booked in Paris with specialised companies (e.g. Grapescares.com) or directly with a Champagne House.

Champagne Tour

Background

Some companies are specialized in Wine Tasting Tours, and proposed travels and excursions around Champagne. Many Champagne winegrowers, houses and cooperatives are committed to welcoming visitors to help them discover their wines. Visitors can taste different Champagne wines and buy your favourites directly from the cellar to relive these moments in peace at home.

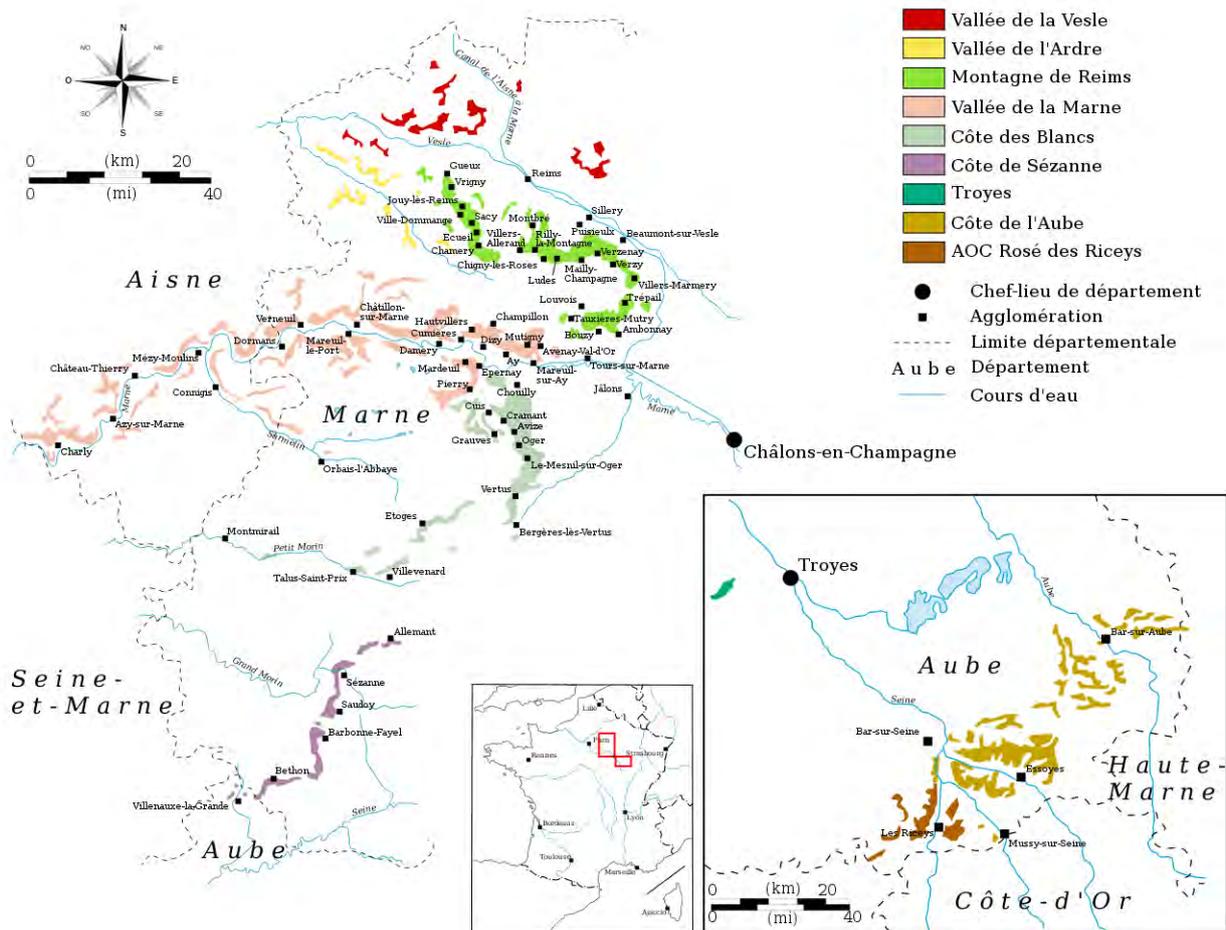
Since the 4th of July 2015, the “Coteaux, Maison et Caves de Champagne” have been part of UNESCO's World Heritage. The Champagne Region counts around 320 Houses of Champagne, which create 30.000 jobs in this field. The Champagne Region attracts 7.3 million visitors: 3 million stay for a day, and 4.3 million are there for a long stay.

The Experience

Visitors can follow the Reims' Region Tour of Champagne: Reims is a cultural city of France, famous for its 13th century cathedral of Reims that has



Champagne tasting



The Champagne vineyards

sanctified the coronation of most of the French kings. To the south, the route meanders in and out of the vineyards on the slopes of the Montagne de Reims.

In this Region, there are 232 growers, 39 Champagne Houses, and 11 Champagne Cooperatives you can visit.



Champagne barrels

Visitors can discover the Champagne vineyards around Reims. The guide will explain the Champagne terroir to you in the vineyard, the grape varieties, the plant cycle of the vine and the work in the vineyard throughout the year. Generally, the visits count at least 2, or 3 champagne tastings, in a Castle of a Champagne producer. A tour can be organized in a large champagne house in Reims (Taittinger, Pommery, Mumm, Lanson...).



Vineyard

Visitors will be taught about the different champagnes, how the Champagne is made, with which seepage, and why you can call it Champagne.

This itinerary includes cultural discoveries of this French Region, a meeting with producers, a visit of Champagne Houses, and degustation of Champagne.

Local producers involved

Champagne Augé Père et Fils – Champagne Charles de Cazanove – Other producers



Notre Dame de Reims



ITINERARIES

Panoramaweg Werderobst

Background

Ever since Frederic the Great encouraged the planting of fruit trees, and corn, at the expense of vines in the late eighteenth century, the town of Werder and the surrounding area have been famous for their apple, pear and cherry orchards. On 18 March 1879, the fruit-growers' association of Werder decided to announce the tree-blossoming in its orchards in Berlin newspapers to attract visitors and to promote the sale of their produce. In early May the first trains started to arrive with day trippers keen to enjoy wine, coffee and cakes in the blooming orchards.

Over time, the event turned into a popular festival for the next hundred years. It then suffered a decline after the then East German authorities restricted the sale of fruit wines in gardens and on farms. The tradition was, however, revived in 1989, attracting up to half a million visitors in the years ahead of the Covid-19 pandemic. In 2004 the first part of a nature and educational trail passing through the orchards and linking local farms was inaugurated and subsequently extended in 2013.

Key Information

Werder, Germany

All year round weather allowing

By train RE 1 to Werder, then bus line 631 to stop Post and line 636 to the palace garden of Petzow

Phone: +49 33 27 783-3721-373



Orchards along the panoramic trail



Map of the trail and the main orchards

The trail starts at the hamlet of Petzow, just outside Werder, which boasts of a neoromantic village church and a mansion that combines elements of Moorish and Tudor-style architecture, both built after plans by the Prussian architect Karl Friedrich Schinkel, and a small museum of local history. Running in a northwesterly direction, it passes through the Glindow Alps, a hilly area created by clay winning and now a nature reserve, and its brickworks museum, to reach the main local orchards before arriving at Derwitz and its Otto-Lilienthal-Museum, dedicated to the German pioneer of aviation, who nearby undertook his first successful flights with the glider Derwitzer. The trail ends at the village of Krielow.

Nowadays, groups of visitors and locals on foot or on bike can be observed on the trail as soon as the fruit trees start blooming in spring. The trail does not only make for a pleasant walk or ride but also offers numerous possibilities to buy or sample local products and to get to know more about them, as producers along with the local fruit-growers' and horticultural association, have made increasing efforts to offer these and other activities. The tour can be combined with a visit to the town of Werder, which has an open-air farmers' market, the Frischemarkt, and a small fruit-growing museum.



Signage of the panoramic trail

The Experience

The now 22km-long Panoramaweg Werderobst is a popular destination for day excursions from Berlin, Potsdam and neighbouring regions. Among the educational stations of the trail is a 6,500sqm orchard where eight historical apple varieties are being cultivated; a chart explains their history and their specific qualities. At another section, visitors can learn more about local cherry varieties. Near one of the vineyards, the curious will find information about some 140 grape varieties along two small trails. During the season, many producers open their farms, vineyards and gardens to visitors either on a regular basis or during designated days.

Other possible stations are the local farm shops and food manufacturers that sell a large variety of jams, vinegars, chutneys, wines, liqueurs, eaux de vie and whatever other products are made from local fruit. In summer, strawberry and blueberry fields are open to self-pickers.

In the recent past, viticulture has been revived, and one of the local wine producers runs a seasonally-open wine tavern, the Weintiene, at the Wachtelberg vineyard, where locally produced wines and simple dishes are on offer. During the grape harvest, between late August and early October, the tavern serves federweißer (a partially fermented young wine) and onion tart. At Petzow, on the shore of the Glindow lake, visitors of Christine Berger's sea-buckthorn farm are invited to watch a transparent jam production, take part in a guided tour, visit the sea-buckthorn-and-wild-berries and herbal gardens, browse at the farm shop or enjoy the view from the café Orangerie, which also serves snacks.

At the Glina distillery, which produces whisky, gin, fruit wines, mulled wine, liqueurs and eaux de vie sold in the farm shop, a guided tour lets participants observe the different stages of whisky production at a transparent distillery and taste the results.

The main public event in the area is the Blossoming-Tree Festival (Baumblütenfest) in Werder, which takes place on the first weekend of May. But throughout the season there are several other smaller festivals, such as the Apple Festival, the Galgenbergtag, organised by the fruit growers' and horticultural association, and which includes a produce competition and local excursions, and the Schlachtefest, with meat and sausages from freshly slaughtered pigs. For the interested there are also occasions for hands-on courses in fruit-tree and vine pruning.



Info chart showing the local apple varieties

Selection of local producers involved

Sea-buckthorne farm Christine Berger – Glna whisky and gin distillery –
Weingut Dr. Lindicke – Obsthof Lindicke – Biohof Werder – Obsthof Deutscher
– Derwitzer Hof – Havelländische Baumschulen – Lohnmosterei
Thierschmann – Werderaner Tannenhof – Baumblütenfest Lorenz –
Zuckerbaum – Van Dam’s Kirschenhof – Werder fruit-growers’ association



Info chart on locally grown cherry varieties

ITINERARIES

The Wild Atlantic Way

Background

The Wild Atlantic Way, 2600 km in length, is one of the longest defined coastal routes in the world. It winds its way all along the Irish west coast from the Inishowen Peninsula in the north, down to the picturesque town of Kinsale, County Cork, in the south of the country. The route was officially launched in 2014.

The route is broken down into 5 sections: County Donegal, Donegal to Mayo, Mayo to Clare, Clare to Kerry and Kerry to Cork.

Along the route there are 157 discovery points, 1,000 attractions and more than 2,500 activities.

The route offers the traveller a great amount to see and do including: over 500 Visitor Attractions; more than 1,500 activities to pursue; 580 festivals and events throughout the year; 17 trails and 50 looped walks; 53 Blue-Flag beaches and 120 Golf Courses.



Dinner along the Wild Atlantic Way



Key Information

West Coast of Ireland

All year round although some attractions are seasonal

By car, bike or even on foot



The Experience

The Wild Atlantic Way gives Ireland a stand-out proposition with which to cut through all the chatter in overseas markets and offer something distinctive, original and appealing to overseas visitors.

Along the Wild Atlantic Way, visitors have the choice to visit the unique landscapes and micro-climates of the west coast, its flora, fauna, caves and mines, incorporating activities such as whale and dolphin watching, exploring unique seascapes by boat as well as local food experiences.

A taste of West Cork Food Festival and The Burren Food Trail are 2 of the Food and Beverage spots along the way. A Taste of West Cork Food Festival is an annual, ten-day September event that celebrates West Cork's unique food culture, the people and the land that produces that food.



Detailed map of the Wild Atlantic Way



Cliffs of Moher, Co. Clare

A Taste of West Cork Food Festival is so much more than just a festival which happens to be about food; it is a festival that celebrates all that is unique about West Cork, the food, the producers, the landscape and the people, the magic ingredients.



Ben Bulbin, Co Sligo

One of Ireland's longest running food festivals it is fast becoming a premier event on the food calendar. The festival is one of the best opportunities for the many local producers and chefs to showcase their wares to people passionate about food.

The Burren Food Trail are bound by their commitment to building a sustainable future for the region. Each member has achieved recognised quality

awards and standards, and has also signed-up to the Burren Food Trail Customer Promise: You will find staff who are knowledgeable about the regional food story, menus which state the source of local produce, information on local food events and markets, as well as a commitment to maximise the use of local ingredients in all prepared food. The Burren Food Trail members organise an annual series of "Long Table events", taking place at unusual locations around the Burren. They are a celebration of local, wild and seasonal produce of the Burren, as well as a chance to meet the producers, mingle with local people and learn about the Burren way of life.

These events focus, not only on food, but also on the landscape that surrounds it. Each individual event represents a unique opportunity to combine good food with real, authentic interaction with the people who produced or prepared it, or indeed with the surrounding landscape, activities and heritage.

The Burren Food Trail gives visitors a chance to connect with local food retailers, speciality shops, chefs, cooks and bakers. This creates opportunities for visitors to participate giving them experiences they won't forget.

Selection of local producers involved

West Cork Food Festival – The Burren Food Trail – Walking Food Tour of Clonakilty – All food and beverage spots along the way



ITINERARIES

Douro Wine Route

Background

The Douro Wine Route is inspired by a project to promote national tourism, known as Portugal Routes (Rotas de Portugal) which aims to be a showcase of the charms of this true planted seaside garden, and organizes national tourist offers in structural themes of regional and local scope. Douro Wine Routes, as does Portugal Routes, intends to highlight the natural, historical, cultural and religious heritage, gastronomy and oenology offers of the region, but mostly their impact on the wine production. The Alto Douro is the oldest demarcated and regulated wine- growing region in the world, dating back to 1756, The demarcation of the Alto Douro and the regulation of “boarding wine”, “Douro wine” or “Port wine”, traces this last designation to the XVIIth century. Also, in 2001, a small part of the Alto Douro region, along the Douro River, was classified by UNESCO as a World Heritage Site.

The riverbanks of the Douro between Peso da Régua and Pinhão are the territory covered by this new route, which provides information about the estates located there, that have regular wine tourism services.

Key Information

Douro, Portugal

Spring to Autumn

By car or by train from the São Bento Station in Porto to Estação do Tua



Wine tasting along the Douro Wine Route

The Experience

The Douro Wine Route is directly related to the “Quintas” – Douro wine and often also Port Wine production properties, most of which do not only promote the grape harvesting, grape treads and wine tasting activities for visitors, but also the lodging in the heritage-protected Manor Houses to which the vineyards belong to.



Map of the area

The possibility of tasting some of the most prized wines in the world, in the precise environment their grapes grew in and the wine was produced, is an important element of the enotourism. But as the relation of wine and food is obvious, enogastronomic experiences are also developed, in order to harmonize the local food with the wine.

The tourist may do many things to spend time and enjoy their time in the Douro Region, such as visit the vineyards, to wine tasting paired with cheese, jams, local food, picnics, boat or train tours, cycle or canoeing down the river.

Embark on a wine adventure through the most famous wine regions of Portugal. Taste the most famous Douro wines, delight yourself with the Minho vinho verde and be enchanted by the liqueurous Moscatel de Favaíos.

Selection of local producers involved

Adega Cooperative de Vila Real, Caves Vale do Corgo – Alves de Sousa – Horta Osória – Quinta da Pacheca – Quinta do Bucheiro – Quinta do Vallado



View along the Douro Wine Route



Restaurant along the Douro Wine Route

ITINERARIES

Maribor Culinary Route

Background

Maribor is more and more recognisable on the map of cities that offer excellent wines and culinary experience. While the winemakers from the Maribor surrounding wine routes are reaching for medals at many famous wine competitions in Europe and on other continents, already for decades the culinary experts in the city are strengthening their image in recent years as well.

Thus the city of Maribor includes a diversity of the local places with their traditional culinary delights. The town represents a rising star among the Slovenian foodie destinations including excellent winemakers gaining the highest global wine awards and top chefs where one of them - the restaurant "MAK" ranked the highest among five Slovenian restaurants on the renowned "La Liste".

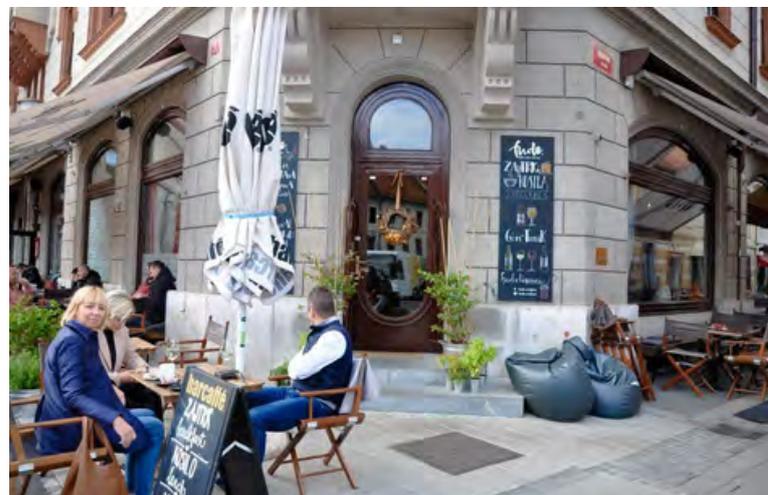
Due to the facts that speak for themselves, a Maribor Tourist Board decided to prepare the project named "Maribor Culinary Route" which fully started in the year 2018. The main aim of the project is to present the culinary specialities of the Štajerska region to the tourists as well as to the citizens of Maribor themselves.

Key Information

Maribor, Slovenia

11am – 6pm

By car, train or plane



Restaurant Fudo

The approach of the Maribor Tourist Board was to gather the individual restaurants within an attractive package enables the visitors to the city to have a qualitative and price- friendly culinary experience of the city including the oldest vine in the world.

The constructed “package” is dynamic and thus represents a walk through the best restaurants of the city. The Maribor Culinary route consists of four culinary stops / restaurants among which the meal is divided (cold appetiser; warm appetiser; main course; dessert dish & wines) and the guests are kindly invited to walk from one restaurant to another in order to finally enjoy the complete meal.

The route begins in the place called “At Three Ponds” where the cold appetiser is foreseen. This place is the oldest pub in Maribor since it was established already in the year 1825. It is situated between the city central park and the forest that surrounds the city in its north city limit. A special natural beauty is represented by the charming three lakes. The culinary specialities offered by this restaurant are based on traditional regional recipes combined with modern approach regarding serving and presentation of the dishes. The Maribor Culinary Route continues at the “Restaurant No. 7” where the warm appetiser is served. The main course is served at the “Fudo” restaurant which is known for unique food made from local organic ingredients and excellent wines. The Route ends at the “Old Vine House” by the river Drava where “the travelling” is concluded by the offer of dessert dish and wines from the Maribor surrounding hills. A shopping of the regional wines is added to the offer at the end of this culinary trip.

The impressions and opinions of the guests that visited the restaurants on the Maribor Culinary Route are available at the social networks – mainly Facebook and Twitter with the linked access via the restaurant's webpage or simply through the name of restaurant itself. At some places also the book of compliments and complaints is to be found, however, this way of expressing the opinions of the guests is not so widely used anymore. Concerning the Maribor Culinary Route the compliments of the guests in particular places, are mainly mentioning the nice ambient of the inner space as well as friendly service. Also the nice view and the surrounding nature are mentioned in two cases. The food and drinks (local wine) are evaluated as excellent but on the other hand, some negative opinion about the menu is to be found as well. Fortunately such opinion is very rare.

The Experience

The “first station” represents the oldest restaurant in Maribor “At Three Ponds” (cold appetiser is foreseen). It includes a beautiful wine cellar and is situated in the magnificent surrounding of the Maribor city park. The dishes prepared are based on traditional Slovenian and regional recipes with a touch of



Restaurant "At Three Lakes"

modernity. The ingredients used with cooking are regional or at least Slovenian, partially from ecological production. The delicious dishes are accompanied by selected wines of the regional wine producers. The restaurant “At Three Ponds” is mentioned in the French culinary guide Gault & Millau where it is rated with 13 out of max. 20 points.



Restaurant No. 7

The “second station” the “Restaurant No. 7” (warm appetiser) is the restaurant of the Higher Vocational College for Hospitality and Tourism in Maribor, which uses a business model where students transfer their knowledge into practice – independently or under mentorship. A special invitation is dedicated to the café, because, among others, the restaurant is especially focused on the culture of making coffee. The

opinions of the guests are mainly exposing the excellent meals with precisely cooked food and the imaginatively serving with a carefully selected wine pairing. Although most of the staff are from the school and just few professionals are employed, they are all extremely friendly and perfectly organized. The guest's eyes are many times caught also the interesting interior design. “Restaurant No. 7” was awarded by the Michelin plate for the year 2020, as well as it was quoted in the French culinary guide Gault & Millau where it is rated with 15 out of max. 20 points.

“Fudo”, as the “third station” (main course) of the Maribor Culinary Route represents an urban gathering place for lovers of good food, drink and entertainment on the liveliest street in the city. Fudo offers unique food made with local, organic ingredients, great wines and much more. As per guest's opinion, the place is famous and recommended for its delicious local cuisine, selected wines, and nice atmosphere. In the winter the place is »the one« with the nicest door wreath and in the summer a view from the terrace to the Main Square. Some describe it as an amazing combination that you can't find anywhere else.

The fourth place, named “The Old Vine House Winery” (dessert dish & wines) is a true treasure trove of Maribor wine-growing districts. It represents around 55 local winemakers who contribute to the collection of more than 200 different wine labels, including the Oceanus sparkling wine that matures for several months at the bottom of the Bay of Piran, earth-ripened orange Dolium wine and others. Of course, the place is, first of all, offering a wine tasting, but in addition to it, different types of



The Old Vine House Winery

snacks can be served – made of bread, pumpkin seed oil and salt, or canapés, cheese plates and cold cuts. Finally, the performance of the folklore group KUD Študent Maribor can be admired at the end of the culinary evening.

Selection of local producers involved

Restaurant “At Three Ponds” – Restaurant “Sedem” – Restaurant “Fudo” –
Restaurant “Old Vine House” – Eco Farm Repovž – Agricultural Association
Rače – Radgonske Gorice – Kodila Co. – Barone Co. – House of Bread – Dveri-
Pax

ITINERARIES

Maribor Wine Route

Background

Maribor is not only a place of the oldest vine in the world, it is also a capital of the largest Slovenian wine region of Štajerska (Styria) which is famous for elegant and registered white wines. Centuries of the regional wine tradition are visible through medals and awards that the regional wine producers gained at the most famous wine fairs in the world. At the same time the region of Štajerska is a real treasury of old wine cellars from the past centuries of which one of the oldest is Vinag Wine Cellar – it is also the largest in the middle-Europe space.

The product began to develop in 2012, when Maribor was the proud holder of the title of European Capital of Culture. The number of foreign visitors in the city increased enormously at that time, and the demand for local products increased as well. Since Maribor is the capital of wine due to the World's Oldest Vine, a Maribor Tourist Board decided to carry out a pilot project on how to connect wine providers, i.e. wine shops in the city that offer local wines.

The Maribor Wine Route takes visitors through the wine shops in the Maribor city centre where they can admire, select and taste the excellent regional wines as well as the culinary specialities from the same area.



The Old Vine House Winery



Key Information

Maribor, Slovenia

Daily 12–6pm

By car, train or plane
(Maribor International
Airport)



The Maribor Wine Route includes five places where guests are offered the wines from the land of Styria, which is one of the subareas of the Podravje region. Styria is one of the largest wine- growing areas in Slovenia and known for its excellent white wines.

The first place for wine tasting is a “Dveri-Pax” Wine Bar then the way continues to the close by wine shop in the Water Tower, a medieval building. Further it continues to the vine shop named Le Vino and Vinag Wine Cellar. The Route is concluded at the “Old Vine House”, which is also the last station of the Maribor Culinary Route.

This place is, in fact, world-known since, in front of the house there is the oldest vine in the world – more than 400 years old. All four places of the Maribor Wine Route are situated close to, or by the river Drava which divides the city of Maribor in two parts. Besides the pleasant view to the old architecture, combined with modern elements the guests can admire a nice social atmosphere as the host is always ready to chat with them and to encourage the networking among the guests themselves.

The impressions of the guests who visited cellars and vine shops on the Maribor Wine Route are expressed on social networks like Facebook and Twitter and Instagram straight, or through the webpages of vine shops themselves, additionally at some places the book of compliments of visitors is available. Concerning the Maribor Wine Route the guests are expressing compliments to the excellent wine and 'magic' underground spaces as well as historic buildings.

The Experience

The Dveri-Pax Wine Cellar continues the 800-year-old Benedictine tradition of winemaking in north-eastern Slovenia. They cultivate the 73 hectares of their own vineyards in harmony with nature and tradition, while at the same time following the latest developments in wine production. All lovers of wine and rarities are also invited to the guided visit, a wonderfully renovated 450-year-old manor, located at their estate close to the city. At the Dveri-Pax Wine Cellar they are extremely proud of this true treasure with a rich history.



Dveri-Pax wine bar

The Water Tower is a mighty Renaissance town fortification from the 16th century. It can be seen by the river Drava in the Usnjarska ulica / Usnjarska street, one of the oldest streets in town. The inhabitants of the old Maribor have built the tower because of the constant fear of Turkish raids and this way, the tower moved the defence of the town down to the river. Today the Water Tower stands on new foundations which are 140 cm

higher than originally. This was due to the rising surface of the river on the completion of the dam and belonging hydro power plant near Maribor. Above the Water Tower from the walls of the old Jewish quarter the Jewish Tower is raising. The wine shop in the tower offers a variety of wine and guided tastings, assuring a great wine experience. In the round and medieval hall, a tourist group can be accommodated and various events can be organised.



View of Maribor with the Water Tower in the foreground

Le Vino in Slovenian means “only wine”. It is a wine shop in the old city centre with an interesting inner space including the cellar from the Middle Ages. Although this is one of the strong points that attract the guests, the main reason for visiting the place is a large wine offer comprising of more than 70 types of local wine producers.

The selection of wines has carefully been made by the oenologist. The wines range from white, red and sparkling wines to the orange and organic wines. They can all be served just in the glass which is unique in Slovenian space or If needed the cold cut, cheese plates and snacks can be served as well. Of course, the warm drinks like tea and coffee are not missing.

In the Maribor city centre there is situated one of the largest and oldest classical wine cellars in Europe. The oldest part of the “Vinag Cellar” is spreading over about 15,000 sq m and is boasting a 2.1km-long underground passage built in 1847. Wooden barrels, concrete tankers and bottles with wine patina have a total capacity of 3 million litres. The most precious particularity is definitively the wine archive where bottles of the best vintages from the 20th century are stored. After exploring the “Maribor underground”, the visit is continued to the tasting room where an excellent wine experience is awaiting the guests.

The last station of the Maribor Wine Route is the same as with the Maribor Culinary route which is "The Old Vine House Winery" is a true treasure trove of Maribor wine-

growing districts. It represents around 55 local winemakers who contribute to the collection of more than 200 different wine labels, including the Oceanus sparkling wine that matures for several months at the bottom of the Bay of Piran, earth-ripened orange Dolium wine and others. The place is offering wine tasting, snacks and cultural performances.

Selection of local producers involved

Dveri-Pax – LeVino Wine Bar – Vinag – Stara Trta – House of Wine Joannes – Steyer Winery – Oskar Winery – Freser Wines – Avos Wines



MARKETS

The Rungis Market

Background

The Rungis International Market is the principal market of Paris, mainly for food and horticultural products, located in the commune of Rungis, in the southern suburbs. It is the largest wholesale food market in the world.

Covering an area of 232 ha with more than 72.7 ha covered (including 47 ha of commercial buildings), it is supplied by trucks, trains and planes (which arrive from the nearby Orly airport) from all over Europe.

The market is particularly supplied with vegetables and fruits, seafood, farm products, etc. It works mostly late at night, around 3-4 hours; at 11 o'clock in the morning, all the shelves go empty. With eleven buildings spread over 66 hectares, the fruit and vegetable sector is by far the most important.

The largest fresh produce market in the world opens its doors to visitors; 5 gastronomic universes (fish, meat, fruit & vegetables, dairy & gourmet products, flowers) are to be discovered.

Key Information

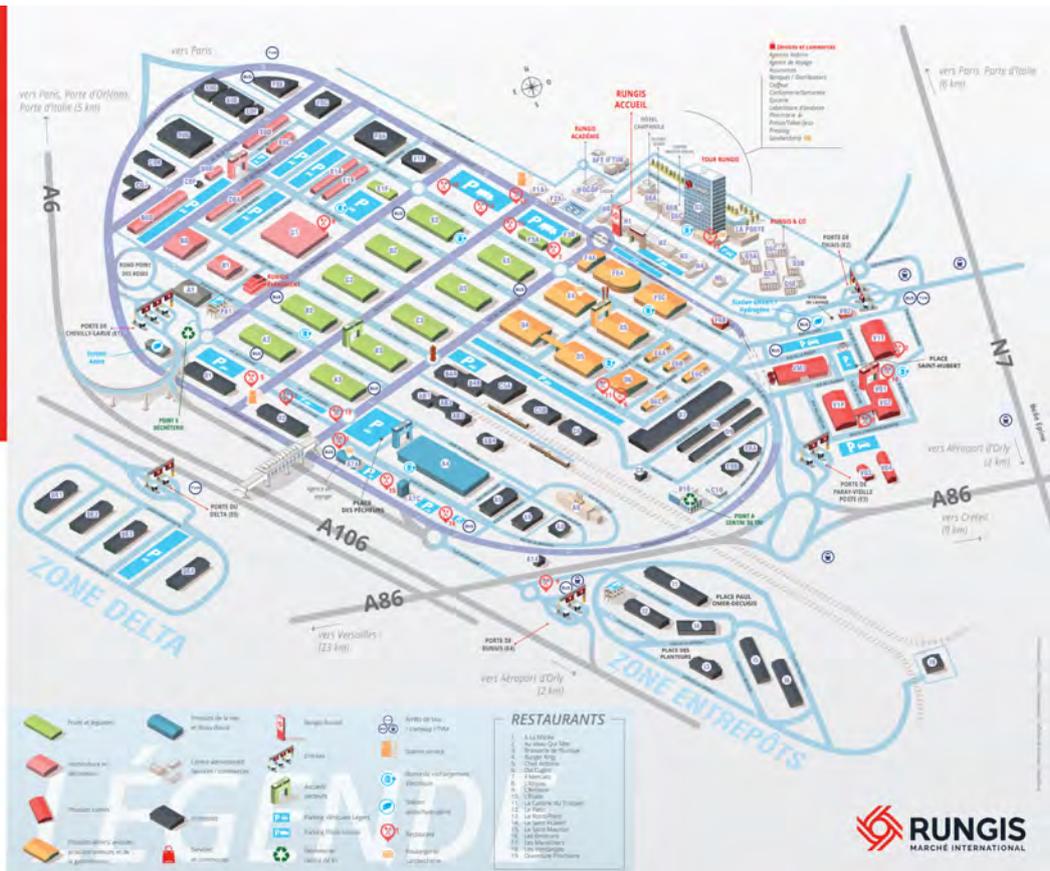
Paris, France

Mon to Sat 5am–6pm

The market is located at 7km from Paris. By car and local transport. Book in advance as places are limited!



Inside the Rungis Market



Plan of the Rungis Market

With more than 25,000 visitors per year, the Rungis Market is one of the most visited professional sites in France. It offers a la carte guided tours orchestrated from 4.30am by Market professionals, followed by a “Terroir” breakfast, as well as many additional services offered: booking of minibuses or coaches, meeting rooms, organisation of corporate events. The visit is popular not only with individuals and industry professionals but also schools and works councils. Guided tours can be booked in French, English, German, Spanish, Russian, Chinese and Hebrew.

The Experience

Visitors can book a three-hour guided tour, including a breakfast or a lunch. This experience is very special, because the visitor will eat directly what he saw during the guided tour.

Visitors will meet many producers and sellers. The tour lasts for 3 hours. Follow your guide and meet the women and men who make this place the largest fresh produce market in the world.

The fruit and vegetable sector is the largest of the Rungis Market in terms of the surface occupied. It comprises nine sales pavilions, a tile from Île-de-France producers, logistics warehouses and buildings intended for props makers.

The meat sector includes a pavilion for butcher's meat, two for pork, one for poultry and game, another one for the triperie, eight warehouses and four accessory buildings.

The tidal sector, also known as the "Seafood and Freshwater Sector" consists of a main pavilion intended for sales, another for the sale of accessories, three warehouses and an ice tower for packaging seafood products.

The sector for dairy products and gastronomy comprises seven pavilions and four other buildings, including two dairy pavilions, four catering pavilions and a pavilion for organic food.

The Rungis Market does not only offer food products. It also has a wide selection of cut flowers and potted plants, as well as decorative and packaging accessories.

A unique experience to be enjoyed without moderation which will be punctuated by the very generous "Rungissois" lunch! The meal consists of Tête de veau ("calf's head) – at least 10 persons, reservation in advance – or butcher's choice (steak), wine, cheese and gourmet coffee (90 € per person).

The early morning tour is followed by a "terroir" brunch that consists of a viennoiserie, bread, butter, jam, a fresh fruit salad, a plate of cold cuts or cheese, a hot drink and orange juice (69 € per person).



Produce stand inside the Rungis Market



MARKETS

Markthalle IX

Background

Markthalle IX is one of the three surviving of fourteen historical Berlin market halls built in the late nineteenth century that serve as food markets today. The others fell prey to the economic crises of the 1920s, wartime bombing and urban reconstruction or competition from department stores and, since the 1950s, supermarkets.

Built in 1891, Markthalle IX is located in the eastern part of the former district of Kreuzberg (now Kreuzberg–Friedrichshain), which became a mecca of counterculture in the late 1960s when it also attracted a high share of mostly Turkish immigrants. After the fall of the Berlin wall, the once peripheral area, hitherto, enclosed on three sides by the wall, suddenly found itself near the centre of the new German capital.

In the 2000s, the economically struggling market hall was marked for urban redevelopment as a

Key Information

Berlin, Germany

Tue to Fri 12–6pm,
Sat 10am–6pm

Eisenbahnstraße 42/43
10997 Berlin
By car or public
transport (U1 Görlitzer
Bahnhof, Bus 140 to
Wrangelstraße



Main entrance to the market hall



Street Food Thursday at Markthalle IX

trust between producers and customers.

One of its earliest events now takes place every other year under the motto “Farmer Meets Urban Consumer”. Other events have included the Berlin Coffee Festival, Cheese Berlin, Raw Berlin – The Artisan Wine Fair, Wurst & Bier (sausage and beer), Brotzeit (all about bread), Naschmarkt (a sweets fair) and a Christmas market. While Markthalle IX remains strongly involved in social, cultural and culinary neighbourhood projects, it’s mainly these events that have attracted foodies from across the city and, increasingly, visitors in search of Berlin’s creative culinary landscape.



RAW Wine Fair in December 2019

The Experience

Markthalle IX’s most popular attractions are its Street Food Thursdays, sadly suspended since the onset of the covid-19 pandemic, where local food and beverage startups present and sell their products, and its regularly organised thematic food and beverage events where visitors can participate in tastings and inform themselves about production and distribution as well as current food trends.

They are also an occasion to mingle with local foodies while enjoying local and more exotic dishes and drinks. The market hall hosts a transparent bakery and butchery, a tofu manufacturer and a microbrewery as well as a canteen where visitors can look over the shoulders of chefs preparing healthy meals or take part in cooking classes. Its buzzing weekly markets on Friday and Saturday attract a variety of regional producers

that offer fresh seasonal food while its retailers know the history behind the products they are selling.



Wine shop at Markthalle IX

pm), the classic Berliner meat balls and numerous fusion variants at Berlin Beef Balls (Wed–Sat 11:30 am–6 pm), delicious Turkish dumplings with a yoghurt and butter-peppers sauce seasoned with sumac and mint at Manti Berlin (Fri 12–4 pm, Sat 10 am–6 pm), Turkish tapas at Meze Feinkost (Mon–Fri 12–6 pm, Sat 10 am–6 pm), Martin’s Crêperie (Tue–Fri 12–6 pm, Sat 10 am–6 pm), Grün & Gut Bio Smoothies (Tue–Thu 12–4 pm, Fr 12–6 pm, Sat 10 am–6 pm), Kaffee 9 (Mon–Sat 7:30 am–6 pm, Sun 10 am–4 pm) and organic ice-cream at Rosa Canina (Tue–Fri 12–6 pm, Sat 10 am–6 pm).

The market hall’s gastronomic offer includes regional seasonal dishes at Marktlokal (Tue–Fri 6–11 pm), daily lunch and various brunches on Saturday prepared by the team bone. (Mon–Fri 12–4 pm, Sat 10 am–4 pm), Korean delicacies at NaNum (Sat 10 am–6 pm), mouth-watering meat dishes at Kumpel & Keule (Tue–Sat 9 am–6 pm), smoked BBQ at Big Stuff (Tue–Thu 12–4 pm, Fri–Sa 11 am–6 pm), hand-made pasta at Mani in Pasta (Mon 12–6 pm, Tue–Sat 11 am–6



Cooking class for kids at Kochschule 9



Vegetable sellers at Markthalle IX

Selection of local producers involved

Kumpel & Keule (meat and sausages) – The Sausage Man Never Sleeps – Endorphina Backkunst (bakery) – Mani in Pasta – Fish Klub Berlin – Frau Zeller (bakery) – Sironi–il pane di Milano – Weinhandlung Suff (wine and cheese) – Drunk By Nature – Heidenpeters (microbrewery) – Kaffee 9 – Monsieur Collard (wine and cheese) – Gebana (dried fruit and nuts) – Wüstenmokka (coffee) – Ferhan Feinkost (Turkish sweets) – Mondhügel (Soul Spice) – Roots Radicals (pickles, vinegars, etc.) – Tartufo del Re – Berlin Beef Balls – Big Stuff Smoked BBQ – Bone.Berlin – Marktlokal (restaurant) – Martin's Crêperie – NaNum (Korean food) – Rosa Canina (ice cream)



Food stand at Street Food Thursday



Food stand at Street Food Thursday

MARKETS



The Fair Market in Larissa

Background

The Fair Market in Larissa is one of the longest celebrations of the region and an extroverted event, which is visited by citizens from all over Greece and abroad, while combining entertainment, tourism, trade, and consumption of food and beverage.

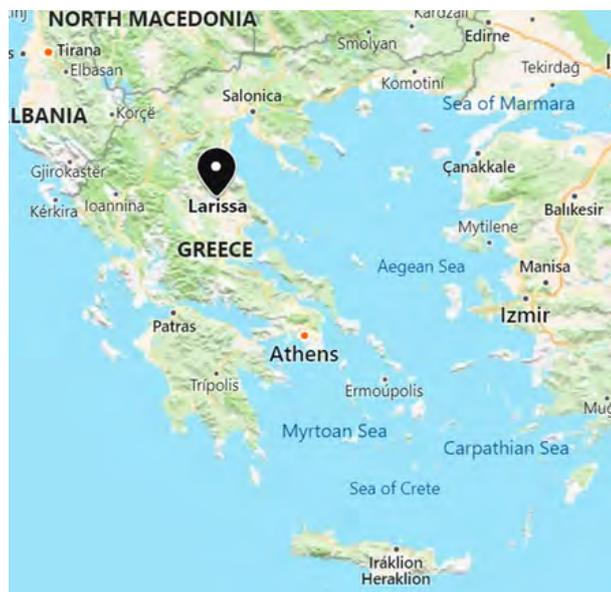
The Fair Market in Larissa is an important commercial event, which takes place every year in Larissa (end of September) and lasts 10 days. The participants are traders from all over Greece and are organized by the Municipality of Larissa. It combines commerce, entertainment and gastrotourism. Clothing, footwear, books, tools, kitchenware, gadgets, toys, jewellery are sold in this Market, while there are also amusement parks and food canteens. The Halvas of Farsala is one of the most famous products in the canteens of the Market. Locals and tourists visiting the Fair Market enjoy this unique product, after shopping and walking to the amusement park.

Key Information

Larissa, Greece

10 days in September

By car, train or bus,
international airports at
Thessaloniki and
Athens



Map of the area



Aerial view of the fair

The Fair Market in Larissa is one of the longest-standing customs of the region, and it is an event with a long history and tradition. The Fair Market in Larissa is an event that covers the entire population of age, gender, profession, and educational level, while combining entertainment, tourism, trade, and consumption of food and beverage.

The Experience

The Fair Market of Larissa takes place every September in Larissa and is addressed to both residents and visitors of the city. It is a ten-day event, where adults can shop in low prices and their kids can play in the nearby Amusement Park, while the food areas with Halvas of Farsalon and local food, are traditional stops for rest. The Fair Market of Larissa has been an important commercial event for many centuries in Central Greece.



Funfair at Larissa



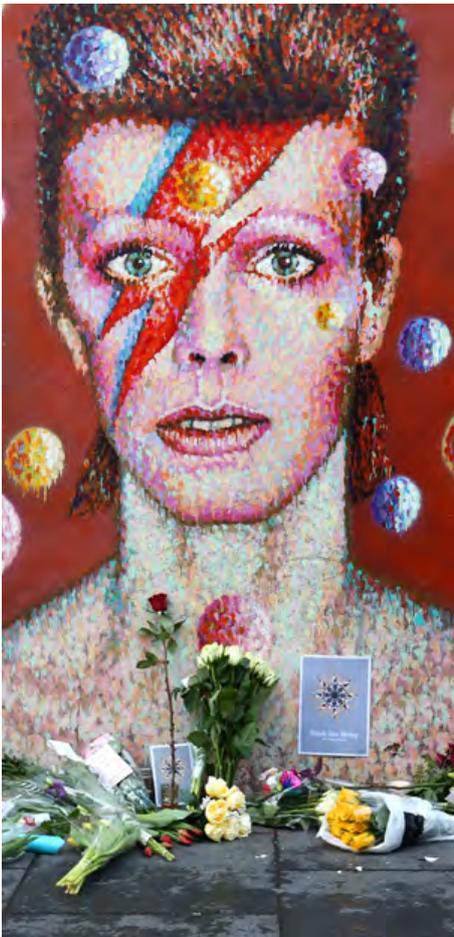
Funfair at Larissa

The original object of sale was textiles, animals, and metals. Valuable items (gold, silver, precious stones, jewellery) were sold, the quality of the goods was checked, and the exchange rates of the coins were determined. The economic and commercial importance it acquired over the years was so great that many crafts and small businesses opened and developed in the region. This Fair Market is not just

an event. It is an integral part of the cultural heritage of Larissa. It is a custom that has been held since 1881. It is organized under the responsibility of the Municipality of Larissa, which rents a specific space to each seller. Participants are traders from all over Greece. Clothing, books, tools, kitchenware, gadgets, toys, jewellery, etc, are sold in retail, while amusement parks and canteens operate in parallel. It attracts customers from almost the entire Region of Thessaly, and Greece. It is an important cultural institution of the city that offers its visitors countless beautiful images and flavours.

Selection of local producers involved

Gounaris – Mpoulogiorgos Giannis



MARKETS

Brixton

Background

Brixton village was originally named Brixstane, meaning the stone of Brixi, a Saxon Lord, Brixton has a long and rich history. Brixton now offers world-famous markets and historic buildings along with green spaces, to create a very distinctive vibrant destination.

Brixton is a lively, multicultural area with a down-to-earth vibe. Brixton Market offers street food and vintage finds, plus clothes and produce that reflect the area's Caribbean roots. Casual eateries serving global fare, line pedestrian-friendly Brixton Village. Late-night revellers hit celebrated bars and live-music venues such as the O2 Academy Brixton.

For years, Brixton has been one of London's best kept secrets. A bohemian neighbourhood absolutely bursting with art, music, culture, and fabulous food. Brixton has had a huge cultural and artistic impact on the world as this is where David Bowie, Adele, Danny Kirwin of Fleetwood Mac, and two members of The Clash, called this part of London home.

Key Information

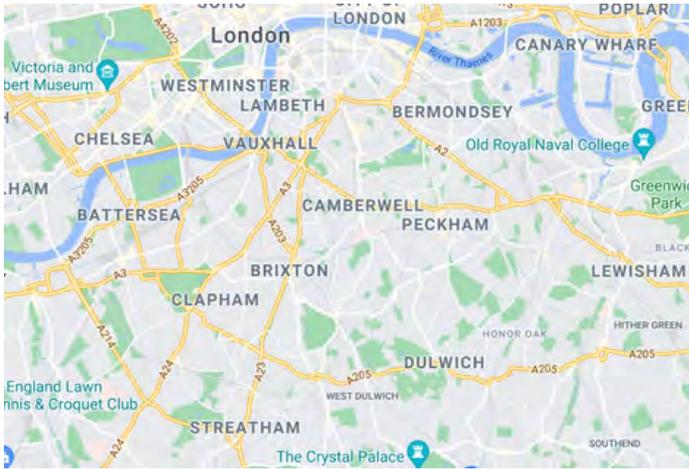
Brixton, UK

All year round

By car, bus, bike and tube. Brixton is easy to get to and then walk around to experience the vibe.



Pop-up Brixton



Map of the area

The beauty of Brixton is that it has many things to see and do and is a local community based in the heart of London that provides everything a local, or a tourist could wish for, in the background of an area basking in cultural history that is so important to the make-up of London and the UK. Many businesses within the area work and operate together to provide a vibrant atmosphere which in itself is an experience, from the markets to the music, to the venues and day

and night-time economies.

In Brixton, in the aftermath of the riots, new opportunities for Brixton's communities were found. A rebuilding program was set in place by local authorities, and investment in development and regeneration programs proved to alleviate, to an extent, many socio-economic issues. In the last decade alone, the proof of successful policy has translated into Brixton's recent fame as a 'trendy' neighbourhood that has attracted many people to want to be involved with.

Other attractions that attest to Brixton's vibrant image and authentic identity, are those of various murals spread throughout the borough. Following the 1981 Brixton riots, Lambeth Council commissioned a number of murals to rejuvenate neglected borough areas and promote messages of peace. Now as a result of the pandemic, Brixton has become a more pedestrian-friendly community to encourage people to wander and enjoy the different experiences that Brixton has to offer.



Brixton market

The Experience

Brixton, due to its multi-cultural background, offers a wide variety of different food and beverage experiences to suit everyone. Brixton is based in South London, which then also opens up the experience to take in the rest of what London can offer, just a short distance away. From being able to visit the West End to take in a play, to visiting the sites of London, to shopping along the famous streets.



Brixton night life

Selection of local actors involved

Brixton Business Improvement District – Brixton Village – Brixton Market



Key Information

Somerset, UK

All year round

9-11 Middle Leigh St
BA16 0LB



MARKETS

Hecks Cider Farm and Shop

Background

The Hecks family have been making traditional farmhouse cider in Somerset for seven generations since 1841, initially in Chard but they moved to Street in 1896. The Employee total is 3, yet they make between 130,000 and 180,000 litres per year.

Their cider process is blending the juice from the apples, which are all grown locally in the lush Somerset orchards in Compton, Barton St David, Meare, Edgarley and Theal. They also purchase other varieties from other orchards in Butleigh, Butleigh Wootton and Glastonbury. The cider is aerated and fermented within wooden barrels and sold draught from the barrels.

The Experience

Most of the business comes via social media channels or good old-fashioned word of mouth, they publicise at local campsites in the area, sell to freehold public houses, and some of the smaller festival tents at local festivals including Glastonbury Festival.



The Heck Family

Will Hecks said that when people come to Somerset they want the cider experience to have with their ploughman's lunch, so we oblige. They also utilise Social Media using Facebook and Instagram (this has been a bonus to them during the pandemic) and in fact has increased their business with Retail Sales over Wholesale thus exceeding their sales targets.

Like many small businesses, there are seasonal downtimes and during January – February the family take their well-deserved holidays. However, at peak periods, such as harvest time, they call on local people to support them.

Will Hecks said that if he knew what he knows now, he would have probably taken different courses at local Strode College where he had been an A level student to help him on his journey as the 7th generation cider maker at Hecks Cider Farm. The Families Favourite Ciders are The Porters Perfection and The Vintage Dry. A favourite part of the process is the Quality Control.

Will Hecks and his father Andrew plant their own apple trees thus keeping a refreshed crop. They also work with local farmers who want to graze their sheep in the Orchards, keeping it weed-free, and they even have their own honey produced in the orchards by Bees kept by local retirees who have an interest in beekeeping, which helps with the pollination keeping sustainability.

The cider process originally done by hand reducing the volumes they produce today and using machinery, which had a staggered upgrade starting 10 years ago. In the processing stage, they use a Voran elevator grinder to wash them and then pressed on the Voran belt (app 3' wide) they can process 3,000 Kilogram per hour. Fermentation is using the wild fermentation process, which means the cider apples are mashed and then placed in a wooden barrel and aged inside the barrels. The Juice produced transported to Rotoplas Black HDPE Tanks (holds 1,500 Litres) or White IBC Tanks (holds 10,000 Litres). When fermentation is completed the cider is then completed with some having sucrose added to sweeten before being bottled.



The Orchard

Selection of beverages produced

Morgan Sweet – Broxwod FoxWhelp – Browns – Kingston Black – Port Wine
of Glastonbury – Slack Ma Girdle – Tom Putt – Perry's Produced

Contributors

ATM – Agency for Territorial Marketing

Authors: Zoran Hedžet and Alenka Zelenič

Agency for Territorial Marketing Ltd. (ATM Ltd.) is a profit SME established in 2002 in Slovenia. Its general scope is to offer high quality consultancy support services to start-ups, young entrepreneurs, SMEs, clusters, NGOs, public institutions and local communities covering four main areas: (1) project management & implementation, (2) marketing and on-line marketing related activities, (3) internationalisation & FDI and (4) strategic planning. The company was or is involved in projects funded by various EU programmes and initiatives such as: ERASMUS+, Transnational Programmes (Central Europe, Mediterranean, Danube). ATM's staff is fluent in several foreign languages like English, German, French and Dutch.

CRN - Comparative Research Network

Author: Rupert Hasterok

The Comparative Research Network (Germany) was founded in 2007 and worked since then in the field of non-formal adult, youth and VET education and research. The CRN Network is specialised in training activities within the fields of intercultural competences, intergenerational learning, mobilities and migration. Additionally, the CRN is specialised in creating and performing evaluation and dissemination processes. CRN lately gained through various projects both as coordinator and participant expertise in game design in education, storytelling and community reporting, where the network is currently carrying out training for several target groups.

Dramblys

Authors: Erna Pulaj and Amaia San Cristobal

DRAMBLYS (Spain) is an international non-profit socio-cultural organization of independent professionals committed to positive social change and responsible leadership. They combine sociological imagination & inquiry with social creativity and design to approach, explore, and innovate solutions to emerging social problems. The main programmes and areas of expertise include programme design and evaluation, diversity management, data visualisation and social design.

Contributors

E-Code

Author: Radoslav Vician

E-code (Slovakia) is an independent adult-learning institution. e-code (from “education for continuous development”) is a non-profit association established for developing and delivering needed and innovative educational activities for adults and youth. Our aim is to offer educational activities unique by its content, methodology and geographic coverage. That is why our offer of educational activities includes e-learning courses, intensive trainings, workshops but also traditional forms of education or working opportunities contributing to development of specific skills of individuals involved in our activities.

Eurotracks

Author: Virginie Boutier

Eurotracks aims at: Promoting access to professional mobility for job seekers, apprentices and trainees ERASMUS+, improving the quality of mobility and work on strategic Partnership project on Tutorat for Marginalised people, Ecotourism or Culinary and catering in Europe.

IED - Institute of Entrepreneurship Development

Author: Maria Lianou

IED is a research organization, established in 2005, with a focus on the promotion of entrepreneurship for everyone. The organization’s main activity is the implementation of projects under some of Europe’s most influential and groundbreaking programmes, such as: HORIZON 2020 and ERASMUS+.

Inn Training

Inn training is an SME based in Norfolk, UK, that delivers training across the East of England region, and within the M25 primarily, but does travel and train nationally. We currently deliver a large range of courses based around Hospitality, Customer Service and Management.

Contributors

The partners of Inn-Training work with various awarding bodies to support end point assessment, development of examination and learning and development resources for a variety of different standards and courses. As an organisation within the rural economy, Inn-Training has worked with numerous local initiatives such as EEDA (East of England Development Agency), Skills Funding Agency (SFA, formerly known as Learning Skills Council) and Landskills East, delivering to micro-businesses.

Inn Training has supported the licensed brewing and hospitality trade for over 20 years with specific training programmes designed for the SME Sector. It has participated in a number of EU funded training programmes promoted by the East of England Development Agency (EEDA) which were primarily ESF supported activities designed to improve the business performance of SMEs across the East of England.

ISAG - Instituto Superior de Administração e Gestão

Author: Dr. Kevin Hemsworth, PhD

ISAG - European Business School is a Private Higher Polytechnic Education Institution, created in 1979 and located in the city of Porto, Portugal. Its main goal is to provide high technical and cultural training in the areas of Business Sciences, Tourism and Hotel Management, through the implementation of a modern teaching philosophy, which prepares students for the exercise of highly qualified professional activities in a context of globalization and internationalization of business. ISAG is a prestigious Higher Education Institution that prepares professionals in the various areas of knowledge, in which it operates, and that the labour market recognises as being one of the best business schools in Portugal, for decades.

MEAG - Mullingar Employment Action Group

Authors: Amy Keeley and Michael Ward

Mullingar Employment Action Group is a community supported 'not for profit' organisation formed in 1986 to help tackle unemployment in the Region. Since its inception the Action Group has actively supported the creation of over 3,000 jobs through various interests, projects and initiatives. MEAG is very experienced in European Multinational Strategic Partnership projects in the area of Enterprise Support, Development and VET.

Contributors

MEDORO

Author: Carmela Miuccio

Medoro scarl aims: to improve the performance of educational institutions, raise awareness among the main stakeholders on the importance of personalized, informal and effective training, to offer effective and modern training tools to those who need to enter or re-enter the labour market. To this end, it facilitates dialogue and experimentation with training processes that see the different actors collaborating with each other. Medoro operates in a territorial context, Southern Italy, characterized by strong phenomena of social exclusion, youth unemployment and intellectual emigration. Medoro's team is able to engineer training solutions for young people, adults and university students in a web environment. It is able to manage the communication and dissemination processes of the project results.

Strode College

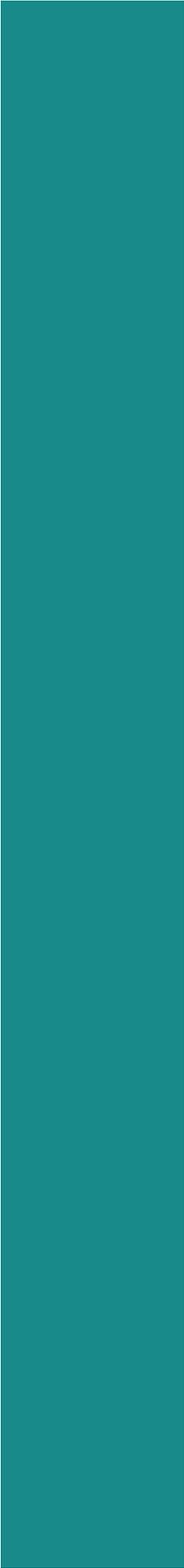
Author: Suzie Drew

Strode College (UK) is consistently in the Top 10% of schools and colleges nationally for the progress its students make on A-Levels and vocational programmes. This makes us one of the highest performing colleges in the country. Our higher education provision was awarded the best possible rating by the Quality Assurance Agency (QAA) in 2017.

YSBF - Youth in Science and Business Foundation

Author: Eero Elenurm

YSBF is a non-profit organization aimed at supporting innovative ideas and creativity, disseminating information on advancements of science and technology and conducting research activities related to IT and innovation. YSBF has been active in creating and participating in different projects for almost 20 years. During that time our aim has been to motivate young people from both Estonia and Europe to think more broadly and develop themselves in different fields. One of our main focuses is on culture and creativity and we have been involved in various projects that focus on heritage and traditions.



Contributors

The current project with focus on cultural heritage is in line with our values and goals, promoting the interests of local culture and creative approaches. Since establishment, we have received funding for our projects from EU-funds, private sector companies, Estonian government and international organizations. We are based in Tallinn, Estonia, but our projects are mostly international.

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Roosiku Chocolate Factory

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The Beelitz Asparagus Route

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Food On the Edge

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Portuguese Fortified Wines

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