

A recipe for success

*Celebrating local produce, local talent and healthy eating
October 14th – 23rd 2005*



PRESS RELEASE

Children's Growing Season

If parents and children alike are stuck for things to do this summer holidays, why not plan to grow your own fruit and vegetables ready for the Childrens' Farmers Market on Sunday October 23rd 2005, which is being organised as part of the first Norwich Food Festival event?

Rita Holland who organises the Norwich Farmers' Market is going to be giving away cabbage and pumpkin plants at the Farmers' Market on Sunday August 7th at The Forum from 10pm to 3pm. Admission is free and the plants are too!

Geoff Skipper from VisitNorwich, the organisers of this year's Norwich Food Festival, says: "During the Norwich Food Festival we want to show children how much fun you can have learning about nutrition and growing food. We would like parents to bring their children along to collect the cabbage and pumpkin plants so they can grow them in time for the Children' Farmers Market in October, which is going to be held at Norwich City Football Club on Sunday 23rd October 2005."

Bringing together local farmers, food and drink producers, retailers, restaurants, pubs and cafes, the Norwich Food Festival is committed to raising the profile of Norwich as a first class area for food and eating out.

Geoff adds: "The Norwich Food Festival is not just for catering outlets; anyone whose business is concerned with food and its preparation is invited to join in. Already there is groundswell of support with growing interest and an abundance of ideas. It promises to be an exciting week."

Editor's Notes:

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Some of the planned events include:

- ❖ Farmers' Market
- ❖ Childrens' Farmers Market selling home grown produce such as cabbages and pumpkins provided by local producers
- ❖ Cookery classes
- ❖ Celebrity chef demonstrations and residencies
- ❖ Food and wine tastings
- ❖ Gourmet weekends
- ❖ Food trails
- ❖ 'Have-a-go' cookery sessions
- ❖ The Great Norfolk Sunday Roast
- ❖ Mussels Festival Week
- ❖ Seafood Extravaganza and demonstrations by the Sea Fish Industry Authority
- ❖ Special menus and promotions
- ❖ Moveable Feast – enjoy a starter, main course and desert in three different restaurants.
- ❖ Talks and lectures
- ❖ Market Gardeners' Question Time
- ❖ 200th Anniversary Trafalgar Night Dinners (21st October)
- ❖ Catering and hospitality careers fair, sponsored by Shaping The Future

www.visitnorwich.co.uk

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