

## Local Food and Drink to take centre stage

### *New tourism plans for Exmoor*



From mouth-watering ruby red beef to award-winning gin, fresh oysters, high quality caviar, and whortleberry jam to sparkling cider and flavoursome ales, to mention but a few, Exmoor has an incredible array of delicious produce. Seeking to highlight the bountiful nature of this stunning area, Exmoor National Park and Visit Exmoor are working in partnership, with further support from West Somerset Council, to launch Eat Exmoor.

Eat Exmoor is a comprehensive marketing project aimed at encouraging more visitors to come to the area to enjoy Exmoor's unique and tasty produce and the landscape it comes from.

*"With such an important role in the overall visitor experience, we felt it was time to bring together all the wonderful food and drink related produce, events and experiences that already exist in and around Exmoor and promote them under one umbrella,"* said Jennette Baxter, Development Manager, Visit Exmoor.

Included in the initiatives will be a brand new Eat Exmoor section on [www.Visit-Exmoor.co.uk](http://www.Visit-Exmoor.co.uk) incorporating listings as well as inspirational content ranging from food trails to local produce stories. It is also planned to produce an Eat Exmoor printed guide as well as to run training and networking events to connect local suppliers with hospitality businesses. The project will be supported with additional PR, social media and a number of food-related events planned throughout 2018.

*"Cafes, Inns, pubs, hotels and restaurants that are truly making the most of the great local offering, as well as retailers and experience providers, will be encouraged to sign up so that we can market ourselves to a much wider audience,"* added Baxter. *"We are delighted that we will be working in partnership with Exmoor National Park and with the support of West Somerset Council but we also need to come together as a tourism industry to support and promote our natural assets."*

Dan James, Sustainable Economy Manager at Exmoor National Park commented *"The project aims to place the emphasis on food and drink that is grown and produced on Exmoor and inextricably linked in its production to the Exmoor landscape. This is part of the Exmoor story: farming sustains the landscape, the landscape sustains tourism and food sustains visitors!"*

*"Already over £40m a year is spent by visitors to Greater Exmoor on food and drink and a Defra report has highlighted that local food and drink on Exmoor is an important element of the local tourism offer. Working collaboratively we aim to grow this market and further position Exmoor as a*

*great food destination whilst supporting producers to continue to care for the iconic landscape of Exmoor.”*

Visit Exmoor and the National Park will be joining local chefs and producers in the Exmoor Live marquee at Dunster Show on the 18 August, where local businesses can find out more about Eat Exmoor and discuss their ideas.

Ends July 2017.

More information & images from:

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