



Named a Top 100 Festival by Festivals & Events Ontario, Prince Edward County's annual epicurean experience, TASTE! *a Celebration of Regional Cuisine* is preparing for its 8th year. This year there are over 50 booths with 18 wineries pouring over 50 wines from the Prince Edward County DVA (Ontario's newest Designated Viticultural Area), 16 restaurants and 7 specialty food providers. Set against the backdrop of Picton's historic Crystal Palace, 2000 people are expected to attend the event from 11am to 5pm on Saturday, September 26th. From field to table, vineyard to glass, TASTE! features the finest regional wines, beers, ciders, artisanal products and cuisine under one roof.

TASTE! recognizes their valued sponsors for 2009: Presenting Sponsors -- Wine Route of Prince Edward County and the Wine Council of Ontario, McDougall-Stanton Insurance & Financial, Sysco Food Services of Central Ontario, Canadian Tire, Picton, Cottage Advisors Canada, Scout Design, Farm Credit Canada, VIA Rail Canada, County & Quinte Living, The County Grapevine, The County Weekly News, Gremolata, Michael Grills Photography, and founding sponsor, The Corporation of the County of Prince Edward.

TASTE! continues to highlight its partnership with local food producers by hosting a farmers market on site. A number of local growers and producers will be on hand and all are generously donating produce and products to be sold at the market; proceeds will be donated to the Picton Food Bank.

There will be People's Choice awards this year in a number of categories including Favourite Savoury Dish, Sweet Dish, Red Wine, White Wine, Beer or Cider and the People's Choice Overall Favourite Award.

Renowned Jazz artists David Occhipinti and Andrew Downing will entertain throughout the day. Chef Jamie Kennedy will host a seminar to launch the release of his new wines and there will be a series of workshops and demonstrations on a variety of topics throughout the day including home canning and coopering (the traditional art of barrel making). Also on sale at the event are tickets to win a Napoleon Ted Reader 3 burner BBQ.

"TASTE! is my favourite time of year as we all come together to celebrate the bounty of the fall harvest in the region," says Kathy Kennedy, Executive Director of Taste the County, the organizational body behind the event. "The partnerships between the growers, producers, chefs, winemakers and brew masters are inspiring!"

To purchase tickets for TASTE! *A celebration of regional cuisine* or for more information on the event, visit www.tastecelebration.ca or call 613.393.2796 (866-845-6644). Please note that TASTE! is an age of majority event. Child Care will be provided at the Prince Edward County Curling Club (adjacent to the Crystal Palace) from 11am – 4pm. Call 613-476-7776 to reserve. Children must be registered for childcare by noon on September 25th to ensure a spot. There is shuttle service available to a number of local accommodation providers during TASTE!. Check the website for details.

The evening before TASTE! guests will have a chance to get a 'taste' of what this rich cultural community has to offer. On the evening of the 25th, starting at 7pm, guests can attend an evening of old-time hospitality at a fundraiser for professional theatre company Festival Players. Billed as a square dance/pig roast this event is sure to be an evening of fun. Visit www.festivalplayers.ca for more information.

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1-866-845-6644
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