

PRESS RELEASE

2007 Taste our Island Award Ceremony
PEI ADAPT Council AGM Luncheon, March 27, 2008
Noon to 1:30pm

FOR IMMEDIATE RELEASE

PEI Chef's and Restaurants Owners have discovered what can happen when culinary creativity is matched with Island grown and raised agriculture products...PEI Dining Magic.

PEI Dining Magic is gold for business and industry. When PEI Agriculture and Tourism work together both benefit by the creation of a Culinary Agri-Tourism product. This product plays a strong role in the unique package that keeps tourists coming back to our Gentle Island and contributes to keeping local agriculture growing.

The PEI ADAPT Council, applaud this movement and have developed an Award to recognize those who make a special effort to bring PEI's unique harvest to their customers. "This is a tribute to those who promote and use locally grown foods in creative and innovative ways," said Elmer MacDonald, chair of the ADAPT Council.

The 'Taste our Island Award' call for nominations went out in August 2007 and satiated customers from all across PEI submitted their favorite Chef's and restaurants for consideration. Our judges: Chef, Michael Smith; Organic Grower, Raymond Loo; Saltscape Writer, Marie Nightengale; and Value Chain Coordinator, Barbara MacLeod chose four finalists and one winner from a competitive group of nominees.

The Winner will be featured in a full page article in The 2008 PEI Visitors Guide, where their message will be heard by over 100,000 readers. The winner and finalists will be honored at The Taste our Island Award Ceremony to be held during the luncheon at PEI ADAPT Council's Annual General Meeting, Thursday March 27 at The Delta Hotel in downtown Charlottetown. Her Honour, Lieutenant Governor Barbara Hagerman will be announcing the winner and finalists and each will receive a beautiful, hand crafted personalized glass dinner plate, designed by PEI crafter Sabine Nuesch of Victoria's Glass Studio, PEI. The Award is designed to be proudly displayed.