



I TRAVEL FOR...

GREAT BRITISH FOOD & DRINK

Toronto, ON (February 6, 2018) – Britain’s national tourism organisation VisitBritain has today launched a new marketing campaign in Canada to boost tourism to Britain.

The ‘I Travel For...’ digital marketing campaign was officially launched at an evening reception hosted by VisitBritain with the British High Commissioner Susan le Jeune d’Allegeershecque CMG. As well as VisitBritain’s campaign launch, the event showcased GREAT British food and drink in collaboration with the UK Government’s Department for International Trade and Scottish Development International.

Sourced from the UK, the following food and drink products were showcased, providing guests with a taste of what visitors can expect while travelling Britain in 2018. These products are also available to purchase in Canada.

British Cheeses

British cheese styles featured included Cheddar, Stilton, Shropshire Blue, Red Leicester, Lincolnshire Poacher and Yorkshire Wensleydale. These were paired with British crackers from The Fine Cheese Co, Nairn’s and Walker’s.

Welsh Lamb

The product of a beautiful landscape that has been blessed with the purest of natural ingredients – clean air, sweet spring water, fresh grass and fragrant heather. Welsh lambs are born and reared in Wales, allowed to roam freely across their wholesome, natural habitat, and cared for by farmers with centuries of traditional farming practices under their belts.

Generously provided by Dolan Foods

Contact: Greg Pearce gpearce@dolanfoods.com



Penderyn Welsh Whisky

Penderyn Distillery produces award-winning single malt whiskies and spirits in the foothills of the magnificent Brecon Beacons in South Wales. They produce their own malted barley spirit, which goes into American oak bourbon casks for ageing.

Generously provided by BoldWorks

@PenderynWhisky

Contact: Laura O'Rourke laura@boldworks.ca

PENDERYN

Haggis

This award-winning haggis is hand-made with great care using the best ingredients and a unique family recipe. Haggis is a blend of lamb, beef, oatmeal, onions, seasoning and spices. Macsween is a third generation family firm, passionate about making great-tasting and innovative foods in an ethical and sustainable way.

Generously provided by Dom International and MacSween Haggis

Contact: Domenic Porporo domenic.porporo@dominternational.com



Salmon

WILD ISLES organic salmon is raised in the wild waters of the Shetland Islands in Scotland. In this rugged environment, these salmon thrive in conditions which mimic the natural life cycle of wild salmon. They are raised with certified sustainable & organic aquaculture practices. Certifications include: Friend of the Sea, Freedom Food Federation, Organic Food Federation.

Generously provided by Seacore Seafood which distributes to many restaurants and retailers across Canada.

Contact: Sal Battaglia sal@seacore.ca





The Quiet Man Irish Whiskey

The Quiet Man Irish Whiskey is distilled in Northern Ireland through traditional Irish pot stills and aged in oak barrels before being re-casked in first-fill bourbon barrels. The unique process of finishing the aging in barrels that previously held bourbon but never whiskey allows The Quiet Man to soak up those wonderfully sweet yet spicy oak flavours, and the result is a great Irish whiskey. The whiskey has a sweet aroma of honeysuckle, crisp apples, vanilla and oak. On the palate, the whiskey is filled with notes of clover, burnt oak, toffee and white fudge, which leads to an incredible finish accented by green tea and caramel.

Generously provided by Cork Wines & Whiskies

@QuietManWhiskey

Contact: Jason Nykor jason@corkwinesandwhiskies.ca



Whitley Neill Gin

An award-winning, handcrafted spirit that is inspired by all of Africa's beauty and mystique. Distilled in small batches from rare African botanicals. Unique aromas of juniper, citrus, pepper and pleasing floral notes. Smooth on the palate with subtle flavours of herbs, cocoa and candied lemon peels on a long finish.

Generously provided by Halewood International

@WhitleyNeill

Contact: Bryan Desmond bryan.desmond@crabbiescanada.com



WHITLEY NEILL
HANDCRAFTED DRY GIN



Seedlip

The world's first distilled non-alcoholic spirit, which solves the dilemma of what to drink when you're not drinking, was founded in a kitchen in the woods, with a copper still and a copy of The Art of Distillation, to change the way the world drinks.

Generously provided by BoldWorks

@SeedlipDrinks

Contact: Laura O'Rourke laura@boldworks.ca



The Glenlivet Scotch Whisky

15 Year Old - The unique use of French Oak increases the intensity of the whisky, resulting in a richer and creamier finish along with a distinctive spiciness. Deep golden in colour expect aromas and flavours of crème brûlée, sweet apple, gentle smokiness and peat alongside of lavender notes followed by a rich and complex finish.

18 Year Old - Distiller, Alan Winchester, takes this malt through a combination of cask types, including both first and second-fill American oak (for tropical fruitiness) and ex-sherry oak (for spiciness). The result is this golden coloured dram with rich spicy aromas; toasty grain, vanilla and almond flavours and a long smooth finish.

Generously provided by Corby /Pernod-Ricard

@TheGlenlivet

Contact: Bryan Lin Bryan.Lin@pernod-ricard.com

**THE
GLENLIVET**



Fever Tree

Fever Tree is made with the highest quality quinine, a key ingredient for tonic, sourced from the Rwanda/Congo border and blended with spring water and eight botanical flavours. No artificial sweeteners, preservatives or flavourings are added. The highly carbonated drinks consist of small bubbles for a smooth, delicate texture that carries the flavour of the botanicals in each mixer and enhances the aromas of the spirits they are intended to be mixed with.

Generously provided by TFB & Associates

@FeverTreeMixers

Contact: Andrew James andrew.james@tfb.ca



FEVER-TREE

Hush Heath Estate

Hush Heath Estate is a multi-award winning, Kent-based family-owned winery at the forefront of English wine's growing reputation for producing first class sparkling wines.

Balfour 1503 Classic Cuvée and Balfour Leslie's Reserve

Generously provided by Terra Firma Brands

Contact: Fiona Burke fiona@terrafirmabrands.com



THANK YOU to our Gift Bag Partners:

Mackies (Tree of Life Canada)
Pukka Tea (Advantage Health Matters)
Tipples (Cork Wines & Whiskies)
Black Cow (Boldworks)
The Glenlivet (Corby/Pernod Ricard)
Tunnocks (Morgan Williams)

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