

PRESS RELEASE

Discover the very best 'destination gastronomy' with...

Taste Britain

Shopping habits are changing. Additives are out and tasty, wholesome food is in. Pubs now serve locally-sourced meat, and wild foragers are back en vogue. Supermarkets may stock free-range eggs and corn-fed chicken, but you can pick up great quality, fresh, local food that's organic, ethically-produced and packed full with flavour, by heading straight to the producers. The vast array of food available all year round in the UK means that its easier than ever to eat locally and seasonally.

This spring, *Taste Britain* guides you through the UK's undiscovered food world. Steering well clear of uninspiring listings of the super corporate food hotspots, it champions small and local suppliers, regional produce and speciality shops. That means everything from pick-your-own farms and organic eateries, to speciality butchers and artisan cheese-makers, right through to vineyards and microbreweries. It uncovers a handpicked selection of the very best food destinations, where the quality of the food and the experience of the visit shine through to create something that's completely unique and memorable.

**"Artisan producers pour their heart and soul into their products
– just like musicians do with their music"**

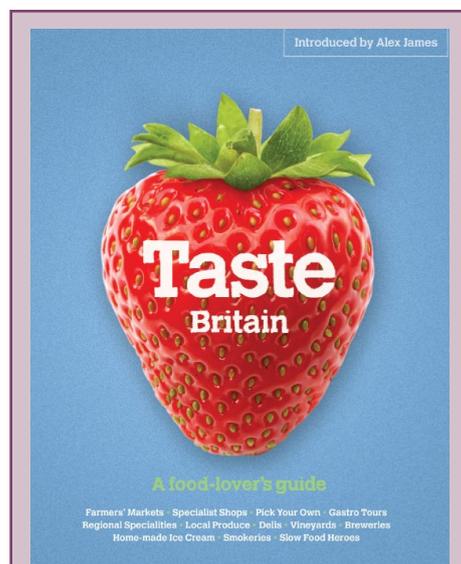
Alex James

The book comes packed with inspirational photography and insightful writing from the cream of Britain's top food writers, and is introduced by cheese-expert and rock 'n roller, Alex James. Ideal for tourists and residents alike, this book demands only one thing – a passion for great food. And as the first full-colour, dedicated food travel guide to Britain, it brings something brand new and totally delicious to the table.



For more information

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Taste Britain

Published by: Punk Publishing

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Available from:

www.tasteguides.co.uk
and all good bookshops

About the authors

Taste Britain is written by a panel of twelve specialist food writers, each with specific regional expertise, including:

Simon Heptinstall (*Mail on Sunday*)

Jenny Linford (*London Cookbook*)

Colin Presdee (*Food Wales*)

Katie Jarvis (*Cotswold Life*)

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PUBLISHING

Entries featured are in the following areas:

South-west England
Cornwall and the Isles of Scilly
Devon
Somerset, Wiltshire and Dorset

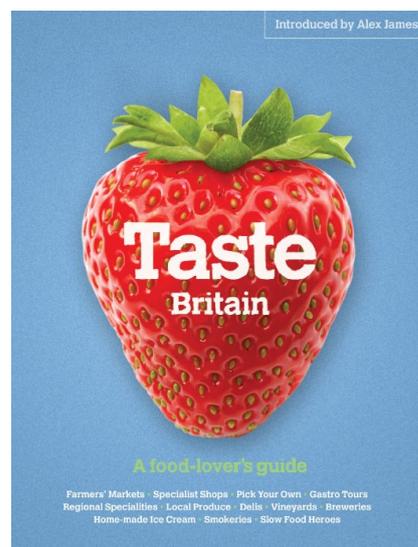
London & the South-east
London
South-east England

Central England
Cotswolds and around
Oxford and the Shires
East Anglia
The Heart of England

North England
Peak District and around
Lakes and Cumbria
North-east England
North-west England

Wales
South Wales
Mid Wales
North Wales

Scotland
Lowland Scotland
Highlands and Islands



Easily find the following food categories and destinations, by county:

Bakeries
Breweries
Butchers
Cafes
Cheesemakers
Chocolate
Cookery demonstrations

Cookery schools
Delicatessens
Farm shops
Farmers' markets
Farms
Ice cream
Markets

Pubs
Restaurants
Seafood
Smokeries
Tea rooms

"Good British produce can be as delicious as that from Spain and Italy"



Notes to editors:

Authors are available for interviews.

Specially written feature articles and extracts available.

A selection of photographs from the book available.

Taste Britain is completely independent – no entry pays to be included.