

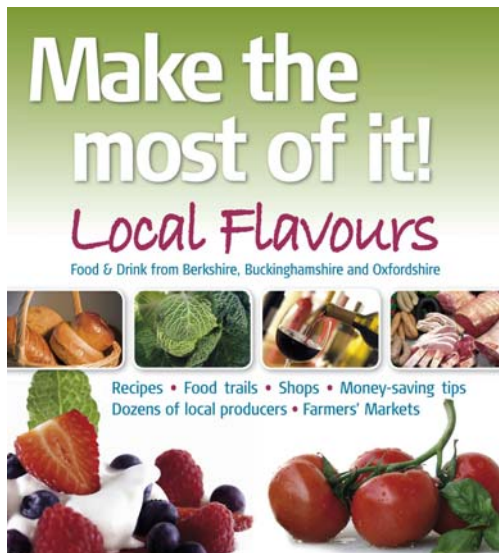


7 April 2010 for immediate use

Make the most of Local Flavours...
...new guide to food and drink from
Berkshire, Buckinghamshire and Oxfordshire
launched this week

The new guide to eating fresh locally-produced food and drink in season is launched this week by the Berkshire, Buckinghamshire & Milton Keynes and Oxfordshire (BBO) Food Group CIC.

Under the title **Make the most of it! Local Flavours** the food guide lists 88 food and drink producers and growers, caterers and restaurants, box schemes and pick your own, farm shops and farmers' markets across the three counties.



“**Make the most of it!** means eating freshly grown and produced food all year round. Eating with the seasons ensures we enjoy more taste and less waste,” explains Tamara Schiopu, Director of BBO Food Group CIC.

“Food which is grown and reared close to home and sold in its seasonal prime will be in tiptop condition, and cheaper than imported out of season produce.

“There’s less packaging and less waste when you buy from local delis and farm shops, or direct from the producers at Farmers’ Markets and Country Markets.”

To help you **Make the most of it!** the guide includes:

- three extensive foodie trails featuring foodie emporia and farmers’ markets
- seasonal recipes with a handy guide to food in season
- foodie events and festivals in Berkshire, Buckinghamshire and Oxfordshire
- listings of Country Markets and Farmers' Markets

“We are delighted to be working with Reading UK CIC, Oxfordshire County Council and Cherwell District Council who are committed to supporting their local food and drink producers and understand the economic value they create,” says Tamara Schiopu.

“The Love Food Hate Waste campaigns in Buckinghamshire and Oxfordshire really know how to **Make the most of it!**” They are fundamentally integrated with local food and drink production, encouraging people to buy only what they need, and making good use of any left-overs.”

Make the most of it! Local Flavours is FREE and available in farm shops, delicatessens and village stores, farmers’ markets, food festivals and events, also libraries and tourist information centres during April. A pdf can be downloaded from the BBO Food Group CIC website www.local-food.net.