



**27 July 2010 For immediate use**

## **ON THE TRAIL OF OXFORDSHIRE'S FINEST FOOD AND DRINK**

Get out and about on Oxfordshire's Food and Drink Trails this summer to explore the glorious countryside and discover the county's finest food and drink – straight from the field to you.

The **Cherwell Food and Drink Trail** and **Cotswolds Food and Drink Trail**, the essential guides for discovering top quality artisan food producers, farm shops and farmers' markets, will be launched on **Saturday 31 July at the Oxfordshire County & Thame Show**.

Tamara Schiopu, director of the BBO Food Group CIC, which is publishing the Food Trails explains: "There are dozens of farms and food producers located in the valleys and hills of north Oxfordshire and east Gloucestershire.

"Whether people go home with farmhouse cheeses, rare-breed pork, grass-fed beef, home-made cakes, or farmers' market produce, they will have the satisfaction of being able to see where their food comes from before it reaches their plate."

Among the food attractions to be visited are pubs, restaurants, guesthouses and B&Bs, where local produce is often on the menu. The routes also include notable places of historic interest such as Broughton Castle and The Rollright Stones.

**The Cherwell Food and Drink Trail** covers 32 miles of picturesque north Oxfordshire villages from the valley of the River Cherwell to the edge of the Cotswolds, and links with the established Ironstone Villages Ride.

**The Cotswolds Food and Drink Trail** has two routes totalling 52 miles and follows the beautiful valleys of the Evenlode and Windrush rivers in the Cotswolds Area of Outstanding Natural Beauty, meeting the Cherwell Food and Drink Trail at The Rollright Stones.

The Food and Drink Trails are free and available from tourist information centres, pubs, farm shops on the routes and can be downloaded from the BBO Food Group website [www.local-food.net](http://www.local-food.net)

The Midcounties Co-operative supports the work of BBO Food Group CIC. Patrice Garrigues, Ethical Trading Manager at The Midcounties Co-operative, says: "As a member-owned, community retailer we believe in local sourcing and supporting local suppliers. Our Local Harvest scheme enables us to offer quality local products sourced from a 40 miles radius in our food stores from various suppliers. By supporting smaller suppliers it strengthens our relationships with the communities in which they operate. And reducing food miles – the distance that food travels from field to fork – is also better for the environment."

Ends

### **Further information and copies of the Food & Drink Trails from:**

Tamara Schiopu, BBO Food Group CIC: [info@local-food.net](mailto:info@local-food.net) 07795 334474

### **Notes to Editors**

**The Cherwell and Cotswolds Food and Drink Trails** were researched and written by Sandra Fraser Kessell, and cycled and checked by Susan Kent and Jonathan Halliwell.

BBO Food Group CIC acknowledges the copyright of Google Maps. Publication of the Food and Drink Trails is possible thanks to the generous support of The Midcounties Co-operative, South East Food Group Partnership, Oxfordshire County Council, Tourism South East and WRAP.

**Berkshire, Buckinghamshire, Milton Keynes and Oxfordshire (BBO) Food Group CIC** works to:

- enable as many people as possible to have access to good locally-produced food
- support producers who use humane, environmentally friendly methods, sell through local retail outlets, and are of benefit to local communities
- encourage retail and catering outlets (including supermarkets, shops, restaurants, hotels) to sell and use local food
- initiate and support projects that enable the production and consumption of local food by local people.

BBO Food Group is a Community Interest Company supported by Oxfordshire County Council. [www.local-food.net](http://www.local-food.net)