



172 South Drive,
Simcoe, On.
N3Y 1G6

For Immediate Release

New “Eat & Drink Norfolk” event comes to Simcoe

Simcoe, Ontario March 24, 2010- Norfolk County Agricultural Society, producers of the Norfolk County Fair and Horse Show are excited to announce the launch of “Eat & Drink Norfolk”, a fantastic new event that will take place in the Aud at the Norfolk County Fairgrounds on Friday April 23rd starting from 5:00 p.m. to 10:00 p.m., and open again on Saturday April 24th, from noon to 10:00 p.m.

Eat & Drink Norfolk will provide an opportunity to come out to a relaxed atmosphere of the newly renovated Aud, to see and visit with friends while they “mix and mingle”, visiting food and beverage displays with each providing unique offerings of the many fine food products available right here in Norfolk County.

“As an agricultural society it was a natural for Norfolk County Fair and Horse Show to organize a show that promotes the many agricultural products and retailers from within Norfolk County” says Dave Taylor, Event Manager for the Norfolk County Agricultural Society.

Many well known restaurants and food producers are eager to participate, including restaurants such as The Blue Elephant, The Causeway, The Belworth House, the many Delhi Multicultural groups, and the Erie Beach Hotel. Specialty producers include The Cider Keg, Jensen’s Cheese, Kernal Peanuts, VG Meats, Sally’s Bakery, British Baked Goods and Purple Daze Lavendar. Wineries such as Florence Estate Wines and Villa Nova will be on hand, as well as breweries from the region will be at the show. In total, it is expected that over 40 different exhibitors will be on hand with displays and tastings at the Eat & Drink Norfolk show. People can truly sample their way all around Norfolk County in one evening.

Admission tickets are priced at \$8 and are available at the door, or in advance at the Fairgrounds office, and food and beverage tasting tickets will be available at the show for just \$1 each. Each “taste” sample will cost between one and three tickets.

Onstage entertainment is included with admission, with continuous activity including local favourites such as the Fairly Fat Guys and Tracy Winkworth from The Belworth House

providing food preparation insight, plus lively musical entertainment onstage throughout the weekend featuring Diane Carter and Richard Dupp singing your favourite duets.

The new Eat and Drink Norfolk event is something quite different than anything in the past! This event is a fundraising initiative for the Norfolk County Fair and Horse Show in partnership with Scotlynn sweet pac, Scotiabank, CD98.9, Simcoe Reformer, Direct from Norfolk and the Ontario Trillium Foundation.

The Norfolk County Fair & Horse Show is in its 170th year, and is the fifth largest fair in Ontario, with over 120,000 visitors each year. This year's fair features agricultural displays, craft exhibits, food vendors, art demonstrations, talent competitions, midway rides and many special events. For more information on the fair and any of the scheduled events, please visit our website at www.norfolkcountyfair.com or by phone at (519) 426-7280

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Contact: Wendy Brick

publicity@norfolkcountyfair.com

Tel: (519) 426-7280 x 224

Fax: (519) 426-7286