

## Media Release

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For immediate release



## COROMANDEL HOMEGROWN FOOD TRAIL MAJOR FEATURE IN THE 2009 HOMEGROWN FESTIVAL

For the last two years visitors to the Coromandel have been exploring the fresh homegrown flavours of the Coromandel with the extremely popular food trail launched annually at the HOMEGROWN Festival.

The Coromandel 'Homegrown Food Trail' is a year round trail of the area's major producers, cuisine businesses and top café's. Tourism Coromandel CEO Jim Archibald explains "it is all about putting the public in touch with our major producers and the best places to indulge in Coromandel cuisine. From our famous oysters, mussels and scallops to wines, macadamias and organic cheeses there is so much tucked away within our region."

The food trail was launched at the first Coromandel Homegrown Festival in 2007 and since then has been a huge success.

Most of the outlets have always had their gates open to the public, but for others like Cathedral Cove Macadamias, the new Food trail was impetus to them opening their doors to the public with a new shop on their orchard. Brian Pilkington from Cathedral Cove Macadamias explains "since we came on board with the Homegrown Food Trail we've been busier than ever. We are now seeing large numbers of visitors coming directly to the orchard as part of the planned trip on the Coromandel."

Tourism Coromandel's Events Manager, Megan Etherington encourages those visiting the Coromandel during the month of May as part of the HOMEGROWN Festival to plan in an extra day and take the Homegrown Food Trail Tour. "Its a simple drive which can coincide with the Great Coromandel Arts Tour, which takes in the first two weekends of May".

Some of the other events in this years HOMEGROWN Festival include: A cooking demonstration by an international chef, live music, cooking schools, the Great Coromandel Arts Tour, Art Maynia, Orchid Tours, homegrown menus, as well as the ever popular Thames and Coroglen Farmers Markets, the new Coromandel Town Homegrown Community Market, and for the first time the Hahei Tractor Bash.

A full calendar of events can be viewed on the website [www.homegrownfestival.co.nz](http://www.homegrownfestival.co.nz) and a copy of the food trail can be downloaded from <http://www.thecoromandel.com/HomegrownFoodTrail.pdf>

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