



PRESS RELEASE

Town gets an appetite for the launch of the all new Love Northampton Food and Drink Festival

Photocall: 6pm Thursday, May 15th @ '78 Derngate', 82 Derngate, Northampton. Town centre businesses celebrate launch of new food and drink festival

May 15th 2014

Food lovers have proved themselves hungry for a huge helping of the all-new Love Northampton Food and Drink Festival – launched by the Northampton Town Centre Business Improvement District (BID) this week.

The countdown to the town's biggest celebration of local gastronomy got underway at the BID's networking event on Thursday (May 15), with guests gathering at local heritage attraction 78 Derngate for a taste of what's being cooked up for the BID funded festival.

The Love Northampton Food and Drink Festival, funded by the town centre BID, will take place on Friday, July 4th and Saturday, July 5th, with the courtyard area of the town's Guildhall set to be packed with local produce and culinary activities. Local chefs will be whipping up summer recipes, there will be free tastings and visitors will also be able to sample the finalists in the food and drink categories of the this year's Carlsberg UK Northamptonshire Food and Drink Awards.

Meanwhile nearby cafés, pubs and restaurants are joining in the local spirit of the Festival by promoting the best of Northamptonshire produce on their menus and offering special rewards and discounts to visitors to the event.

Neil Bartholomey, deputy chair of the Northampton Town Centre BID, said: "We are holding this

festival to showcase Northampton and to enable visitors to meet the people who grow, nurture and produce our food and drink and to hear the stories behind local products, and even take recipes away that can be cooked at home. Put the dates in your diary, support our festival and help us ensure Northampton continues to excel as a place to eat, drink and relax.”

Rachel Mallows, Director of The Mallows Company which is organising the festival on behalf of the BID, added: “Love Northampton Food and Drink Festival celebrates all that is great about local produce and we hope it will become an annual event. It is the first festival of its kind and we are thrilled that so many people are getting behind a county town food and drink celebration.”

- For more information on Northampton BID visit www.northamptonbid.co.uk

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About Northampton Town Centre BID

The Northampton Town Centre BID was set up in 2011, when Northampton businesses joined forces to vote on their priorities and pay a levy fee to make a real difference to the town centre. The BID aims to improve the town centre so that it excels as a place to work, a place to do business, a place to shop and a place to visit.

Its three key aims are:

- **MANAGEMENT:** Improved daily management of the town centre, with a focus on cleanliness and safety.
- **PROMOTION:** To raise our town centre's profile through coordinated marketing and promotion.
- **VALUE FOR MONEY:** To develop and procure services to deliver cost and carbon savings.