

DESTINATION GREATER VICTORIA

FLAVOUR TRAILS INITIATIVE EXPANDS TO INCLUDE SOUTHERN GULF ISLANDS

VICTORIA, B.C. (June 9, 2023) – Destination Greater Victoria is excited to announce the expansion of the highly anticipated Flavour Trails. The self-guided culinary tour highlights exceptional foodie experiences in Greater Victoria and will now include nine providers and two stops in the Southern Gulf Islands.

“Expanding Flavour Trails 2023 to include the Southern Gulf Islands builds on the successful Saanich Peninsula tours,” said Jodi Westbury, Vice President, Marketing Communications for Destination Greater Victoria. “We invite visitors to experience the quality and creativity of the region’s harvesters, farmers, food producers, chefs, vintners, cider makers, brewers, and distillers.”

"We are excited to broaden the Flavour Trails program to the Southern Gulf Islands in partnership with the incredible farm and food makers on the islands and we know that visitors will have an indelible West Coast inspired experience!" adds Linda Geggie, Executive Director, Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR).

“With a long history of agriculture and a burgeoning local food culture, the Southern Gulf Islands pair perfectly with the tours,” said Jamie Sterling, Communications and Marketing Manager, Southern Gulf Islands Tourism Partnership. “Our bakers, chefs, and makers add to the variety and originality of the region’s culinary scene.”

Visitors who explore the Flavour Trails will enjoy a mix of both urban and rural experiences. The trails showcase the growers and makers as well as the chefs and artisans who integrate locally cultivated products into their wares and menus. Itineraries cater to individuals seeking authentic agritourism experiences, tourists with an interest in establishing a deeper connection with their food, nature enthusiasts eager to explore rural landscapes, as well as groups such as extended families, school outings, or business groups.

The new 2023 Flavour Trails map and itineraries feature the diverse providers in the region, from downtown Victoria to the Saanich Peninsula to the Southern Gulf Islands. The Flavour Trails initiative is made possible through the support from CRFAIR, Destination British Columbia, Destination Greater Victoria, and Southern Gulf Islands.

To learn more and start planning your Flavour Trails adventure, visit <https://www.tourismvictoria.com/flavourtrails> and remember to wear your stretchy pants!

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Note to editors: video and photos are available for download [here](#).

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ABOUT DESTINATION GREATER VICTORIA: Destination Greater Victoria (Greater Victoria Visitors and Convention Bureau) is our region's official, not-for-profit destination marketing organization working in partnership with nearly 1,000 businesses and municipalities in Greater Victoria. For more information, visit the Destination Greater Victoria [website](#).

ABOUT CRFAIR: CRFAIR is a not-for-profit organization whose mission is to mobilize and connect community wide efforts in developing a healthy and sustainable food system in the Capital Region. As a backbone collaborator, CRFAIR champions organizations and initiatives that work to secure and advance local food access, economy and literacy for all. We feel a deep responsibility to our communities and to future generations to rebuild our relationship to our foods, to the earth and to each other. www.crfair.ca

ABOUT SOUTHERN GULF ISLANDS TOURISM PARTNERSHIP: Working in partnership with local businesses and organizations to achieve a regenerative tourism industry, Southern Gulf Islands Tourism is nurturing seasonally and geographically balanced visitation, ensuring greater conservation of our precious natural resources, and developing more satisfying destination experiences for both visitors and residents alike.

ABOUT FLAVOUR TRAILS: The Flavour Trails™ programs promote and organize community celebrations that provide opportunities to experience the quality and creativity of the region's harvesters, farmers, fishers, food producers, chefs, vintners, cider makers, brewers, and distillers.

By connecting communities to local farmers, growers and makers, Flavour Trails contributes to the growth and sustainability of the local food economy, igniting community wide learning of our regional food producers, and creating deeper "first name basis" relationships with the wonderful makers, farmers, and growers on our bustling agricultural landscape.

Flavour Trails goes beyond culinary buzzwords. It embraces the essence of "farm-to-table" and "slow food" from the very beginning. Sustainable practices form the core ingredients that plate great food you can feel good about. Every bite of the Flavour Trails experience is crafted with passion and love, inviting diners to savour and delight in the extraordinary flavours. When the quality of our ingredients is unmatched, there's no reason to go anywhere else.