



FOR IMMEDIATE RELEASE

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New Flavour Trails Agritourism Route Takes Visitors to Notable Producers in Greater Victoria's Westshore and Sooke

Victoria, BC (July 30, 2024) – Destination Greater Victoria in partnership with CRFAIR (Capital Region Food and Agriculture Initiatives Roundtable) is excited to announce the newest trail within the Flavour Trails Program – Barns, Beaches & Beyond. This new trail helps guests and locals explore some of the spectacular agritourism offerings on the Westshore and beyond. Complementing the existing trails on the Saanich Peninsula and Southern Gulf Islands, this new self-guided itinerary allows for exploration of farm-fresh offerings in Langford, Metchosin and Sooke.

Barns, Beaches and Beyond includes a variety of hands-on experiences – including restaurants, farms, distilleries, workshops, and more! Explore the map for Barns, Beaches and Beyond [here](#), and the full suite of Flavour Trails itineraries [here](#).

Participate in novice to experienced workshops: learn about the unique complexities of the blacksmith's craft; meet the makers of Sheringham Distillery's [award-winning Fresh Lemon Liqueur \(Gold, a Country Winner\) and Raincoast Gin \(Silver\)](#); boost dopamine as you discover lavender fields at Bilston Creek Farm; nourish the body with brunch at House of Boateng, where West Africa and Caribbean flavours meets Pacific Northwest Cuisine.

Featured within Barns, Beaches and Beyond:

- [House of Boateng](#)
- [Bilston Creek Farm](#)
- [Satinflower Nurseries](#)
- [My-Chosen Café](#)

- [East Sooke Regional Park – Aylard Farm](#)
- [Hide N Seek](#)
- [Woodside Farm](#)
- [Stickleback Oceanfront Cider and Taphouse](#)
- [Sheringham Distillery](#)
- [Jake James Blacksmith](#)

“Greater Victoria and the Southern Gulf Islands are bountiful regions, and offer visitors access to unique offerings. This new Flavour Trail exposes guests to another great producing region, highlighting the extraordinary pride of local producers which are the backbone of Greater Victoria’s thriving culinary scene, rated #8 in the world by Conde Nast Traveller readers in 2023,” noted Destination Greater Victoria’s CEO, Paul Nursey.

The new Barns, Beaches, and Beyond trail will surprise and delight visitors with authentic urban-rural experiences. These unique offerings are a combination of agritourism, culinary, and hands-on encounters. This new trail supports both CRFAIR’s and Destination Greater Victoria’s goals to encourage guests and locals to experience the region broadly and gain appreciation for local producers and the importance of buying local.

“This new Flavour Trail showcases the beautiful landscapes that our local producers call home, the breadth of producers and the way that farming supports local restaurants. It is a really special route not to be missed,” noted Linda Geggie, Executive Director Good Food Network & Capital Region Food & Agriculture Initiatives Roundtable.

Starting July 29th, this new Flavour Trail will be available for visitors and locals alike to explore, self-guided. With suggested itinerary locations, the Flavour Trails program offers a flexible model to experience Greater Victoria, unhurried.

Supporting images for media can be accessed here: [📁 Flavour Trails \(Barns, Beaches, and Beyond\)](#)

For further information about the Greater Victoria Flavour Trails, including the new Barns, Beaches, and Beyond, please contact:

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About Destination Greater Victoria

Destination Greater Victoria is a Biosphere certified and climate positive accredited destination marketing organization (DMO) that has helped Greater Victoria grow to become one of the world's most popular destinations, with a visitor economy contributing \$2.3billion annually to the local economy. DGV inspires the world to experience Greater Victoria's natural beauty, attractions, accommodations, Indigenous culture, culinary offerings, vibrant arts scene and welcoming hospitality, while providing governments, member businesses, travellers, meeting organizers, sports organizers and other tourism stakeholders with a wide array of services and programs. For more information, please visit our [website](#).

About CRFAIR

CRFAIR promotes healthy and sustainable food systems. Our mission to bring about positive change in the food and agriculture system in the most effective and sustainable way possible. CRFAIR is an independent organization with a deep responsibility to our communities aiming to rebuild our relationship to our foods, to the earth and to each other. The Flavour Trails™ is a trademark of CRFAIR. The Flavour Trails program promote and organize community celebrations that provide opportunities to experience the quality and creativity of the Capital 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.