



INFORMATION BULLETIN

3rd Annual Taste of Abbotsford Week to Take Place in Celebration of Local Food

Abbotsford – June 4, 2018 – The 3rd Annual Taste of Abbotsford Week will be held on June 10 – 16, 2018 in celebration of local food and agriculture.

The public is invited to participate and enjoy local food options from over 50 Abbotsford restaurants and businesses offering special discounts to customers during the week. Participating restaurants and grocers will be posted on the Taste of Abby website at www.abbotsford.ca/localabby.

The week will also feature a Chef's competition where the community gets to vote on their favorite culinary option! Local restaurants will create a signature dish made up of local ingredients, and serve the dish throughout the week at their restaurants. Visitors to the restaurant can vote for their favorite dish through the City of Abbotsford @abbotsford app. The City App can be downloaded for free from the App Store or Google Play.

There will also be a Taste of Abbotsford Bus Tour on June 13 from 9am to 5pm where participants can experience some of Abbotsford's local treasures in style.

The Taste of Abbotsford event is a great opportunity to showcase the diversity of food production in our community, educate the public on the economic impacts of purchasing locally produced products and encourage customer traffic into local business. Taste of Abbotsford Week continues to grow since its inception in 2016. Research shows that with every \$100 spent with a BC local business, \$46 is re-circulated back into the BC economy- 2.6 times that of the revenue circulated through chain retail (LOCO BC).

Further details about Taste of Abbotsford week will be available by visiting www.abbotsford.ca/localabby

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