



**For Immediate Release**

June 26, 2013

**YUKON CULINARY FESTIVAL COOKS UP LOCAL FLAVOUR**

WHITEHORSE: After a stuffed four days of activities, the Yukon Culinary Festival wrapped up Monday night with the Taste of Dawson. The festival began Thursday night at the Fireweed Community Market where Chef Christian Pritchard hosted three cooking demonstrations, creating culinary delights using only ingredients found at the market. Over the course of the festival, patrons were treated to the complete Yukon dining package: from learning about dog food on the Yukon Quest trail to tasting Yukon gourmet food during the TIA Yukon and Air North Midnight Sun Food Crawl.

“Based on the feedback we’ve received thus far, the Yukon Culinary Festival was successful in drawing attention to the Yukon’s unique culinary culture and highlighting the potential for foods and ingredients produced and harvested in the territory,” says Blake Rogers, Executive Director of TIA Yukon. “We hope that this will become an annual event and that our efforts in promoting culinary tourism will help bring the food and beverage sector, other sectors of the tourism industry, and the agricultural community closer together to continue to enhance the culinary experience for visitors to the Yukon.”

Highlights of the festival included a Yukon Beer and Food Experience hosted by Yukon Brewing and Coast High Country Inn, where Chef Gedas paired some of his local flavor with Yukon Brewing’s limited release beers. The Annual Bannock Bake Off, as part of National Aboriginal Day, was a crowd pleaser; Chef Pritchard was honoured to participate as a judge at this event. There was also a Yukon Culinary Heritage Demonstration, where the historical and cultural aspects of Yukon cuisine were highlighted. Sunday concluded the Whitehorse portion of the event with the Adäka Cultural Festival’s Community Feast & Sharing Our Spirit Celebration. Monday in Dawson featured a presentation by Tr’ondëk Hwëch’in interpreter Fran Morberg-Green on local teas, juices, and jams, and an event titled ‘The Taste of Dawson’ – a highly successful culinary sampling at the Commissioner’s Residence, drawing a crowd of about one hundred people.

Along with the public events, journalists were treated to farm tours and a foraging walk where they were able to see some of the unique opportunities that the Yukon’s growing season and climate can offer. The Yukon Culinary Festival took place from June 20<sup>th</sup> -24<sup>th</sup> in both Dawson and Whitehorse.

This was the first festival of its kind in the Canadian territories. This event was made possible thanks to the generous contributions of partner sponsors: Air North, Yukon’s Airline, Outside the Cube, Yukon Brewing, and Coast High Country Inn. TIA Yukon would also like to thank the other organizations who helped plan the festival activities and the other groups and individuals who contributed to the event.

- 30 -

For more information please contact:

Brad Weston

Membership and Community Relations Officer, TIA Yukon

(867) 668-3312

[brad.weston@tiayukon.com](mailto:brad.weston@tiayukon.com)