



For Immediate Release

June 5, 2013

YUKONERS ADVISED TO LOOSEN BELTS TO PREPARE FOR FIRST EVER CULINARY FESTIVAL

WHITEHORSE: The Tourism Industry Association of the Yukon (TIA Yukon) is pleased to announce the first ever multi-day, territory-wide culinary festival to be held in the Canadian territories. “The Yukon Culinary Festival: A Celebration of Local Food and Homegrown Cuisine” will run June 20th – 24th, 2013 and will feature culinary-themed activities throughout the Yukon, with a focus on areas in and around Whitehorse and Dawson City.

Coordinated by TIA Yukon in partnership with Air North Yukon’s Airline, Yukon Brewing, the Fireweed Community Market Society, the Boreal Gourmet, the Yukon Historical & Museums Association, the Yukon Outfitters Association, the Klondike Institute of Arts and Culture, the Adäka Cultural Festival, and the Yukon First Nations Tourism Association. This event will highlight how Yukon foods and Yukon-based products are produced, harvested, stored and prepared, by showcasing the farms, restaurants and other businesses that are responsible for bringing these goods to the table.

“The Yukon has so much to offer in the way of local food and culinary expertise; the potential for growth is amazing,” says TIA Yukon Executive Director Blake Rogers. “This festival is an opportunity to promote the Yukon’s culinary scene by showcasing our local foods and Yukon-based culinary products. It’s also an opportunity to enhance the connections between the Yukon’s agriculture industry and the various sectors of the Yukon’s tourism industry.”

Toronto-based chef Christian Pritchard will be teaming up with Yukon culinary experts to help facilitate activities during the festival. Pritchard will bring his energetic personality and profile to the event to help bring more exposure to the Yukon’s food culture, while providing a visitor’s perspective about many of the things that make the Yukon’s approach to food so special. The public and media are encouraged to attend each activity to learn more about locally produced and harvested foods and ingredients, and of course, to help sample some mouthwatering culinary delights!

This event has been made possible due to the contributions of the festival’s Partner Sponsors: Air North Yukon’s Airline, Yukon Brewing, Coast High Country Inn, and Outside the Cube.

Additional information about the Yukon Culinary Festival: A Celebration of Local Food and Homegrown Cuisine, can be found on the TIA Yukon website at www.tiayukon.com.

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