

# For Immediate Release

17<sup>th</sup> April 2008

## The Food & Drink Experience at the Suffolk Show

The Food & Drink Experience is the new name for The Food Hall, one of the Suffolk Show's most popular features. A new partnership has been formed between the Suffolk Show and Adnams Brewery, the new sponsor's. If you are thinking it's just a name change you would be very much mistaken. It continues to offer outstanding culinary creations, tasty treats, exquisite desserts, and wholesome country fare with mouth-watering demonstrations at the Cookery Theatre by Suffolk New College Catering & Hospitality Department to tempt and inspire the gourmet in all of us. Staff and students will be demonstrating their culinary skills learnt whilst taking their NVQ. There will be plenty of recipe cards for you to take away.

For wine enthusiasts, there will be two wine tasting sessions each day held by Alistair Marshall of Adnams. Together with the Directors of the Show, Adnams have put together an exclusive case of 12 wines for Show guests to savour which can also be purchased at a special discounted price too.

Christopher Bushby, Executive Director of the SAA says "We are delighted to continue to strengthen our relationship with Adnams which is a natural fit given the aspirations of both the Suffolk Show and Adnams in promoting local food and drink. We believe that as part of the Show the Food & Drink Experience will be an area not to be missed."

The Adnams boat bar will be situated outside the marquee selling a great range of Adnams beers and wines. There will be tables and seating overlooking the Presidents Ring to relax in comfort and enjoy the displays. Within the marquee itself you will find over 60 well known companies exhibiting a wide selection of the best British produce and foods.

Rupert Farquharson Director of Adnams Retail commented that "Great food & drink events are now firmly established on the Suffolk calendar and Adnams is proud to be associated with a number of these. Our relationship with the Suffolk Show has developed over the last few years and our sponsorship of the Food & Drink Experience emphasises Adnams' commitment to the very best in food and drink across the county."

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For further information and images please contact Julie Podmore at the Suffolk Agricultural Association. Telephone 01473 707119 or email: [julie@suffolkshow.co.uk](mailto:julie@suffolkshow.co.uk)

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press release