

FOR IMMEDIATE RELEASE
SLOW FOOD COMES TO PRINCE EDWARD COUNTY

On November 27th, 2005 at Petra Cooper's Cressy lakeside home, a group of 15 people gathered together to enjoy some wonderful 'tastes' of the County, discuss the Slow Food movement, and the feasibility of setting up a convivium in Prince Edward County. The group did not take long to decide that, given Prince Edward County's long agricultural history and growing reputation as a culinary tourism Mecca, a Slow Food Convivium was not only important to The County—but also far overdue.

Slow Food is an international movement started in Italy by Carlo Petrini and officially launched in Paris in 1989. The name "Slow Food" opposes the continuing expansion of fast food establishments that quickly crowd out local culinary traditions. Slow Food is not a "gourmet" society. It is about the rediscovery of traditional flavors, locally produced ingredients and savors of regional cooking. The organization believes that quality of life is linked to the pleasure of healthful eating and flavorful food prepared in varied ways as opposed to the dominant salty and fried foods prepared in a standardized way by the fast food industry. It also promotes the family dinner ritual as an important part of the human experience.

Slow Food boasts 80,000 members in more than 100 countries, organized into more than 800 local convivia. The Slow Food Manifesto promotes the safe guarding of local economies, the preservation of indigenous gastronomic traditions and the creation of a new kind of ecologically aware consumerism committed to sustainability.

The convivium leaders are responsible for organizing food and wine events and initiatives, moments of conviviality, and ways to promote local farmers, culinary artisans and wine cellars. The convivium leaders promulgate new food and wine developments and acquire knowledge of the products and cuisines of other areas. In short, the group educates in matters of taste.

Almost a year from its inception, on November 16th, 2006 the Slow Food Prince Edward County convivium will host its first event a **Good, Clean & Fair Dinner** that follows the manifesto of quality of the Slow Food movement. The three course dinner will take place at Harvest Restaurant in Picton and will highlight County ingredients, growers and producers and wines. Tickets are limited (seating for 56) and available for purchase online at www.slowfoodthecounty.ca

If you are interested in joining in the Slow Food Prince Edward County Convivium sign up by visiting www.slowfoodthecounty.ca or contact convivium chair Petra Cooper at (613) 476-5755.