



For Immediate Release
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PRESS RELEASE

World Culinary Tourism Leaders to Experience a Taste of Nova Scotia

Halifax, N.S. – Culinary tourism visionaries from around the world will congregate in Halifax, Nova Scotia from September 18 to 23, 2010 for the Culinary Tourism Thought Leadership World Summit & Consumer Marketplace.

“This summit is designed to foster leadership in the culinary tourism industry and to exchange ideas and feedback from around the world,” says conference emcee, and president of the International Culinary Tourism Association (ICTA), Erik Wolf.

Wolf, regarded as the founder of the culinary tourism industry, will preside over the World Summit, which is expected to host up to 500 international culinary tourism industry professionals.

Information about the summit, including online registration, the agenda and speakers' list is now available at www.culinarytourismworldsummit.com. The itinerary includes:

- **Discussion:** Two days of in-depth, thought provoking sessions from world-renowned speakers and leaders in the food and tourism industries
- **Best Practises:** Hands-on, interactive sessions to garner best practices, examples and ideas from other food and tourism businesses and destinations around the world
- **Education:** In-depth mobile educational workshops
- **Business to Consumer (B2C) Culinary Travel Marketplace:** Held at historic Pier 21 in the Port of Halifax, it will serve as the world's preeminent platform for the marketing and selling of culinary travel products

“This is a hands-on conference,” says Wolf. “Any serious culinary tourism professional simply cannot afford to miss this event.”

Organized by the International Culinary Tourism Institute (ICTI) in partnership with Taste of Nova Scotia, the theme of the summit is "One World, One Table: Using Culinary Tourism for Economic Development".

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For more detailed information about the 2010 Culinary Tourism Thought Leadership & Consumer Marketplace, visit www.culinarytourismworldsummit.com. For more information about Taste of Nova Scotia, visit www.tasteofnovascotia.com.

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About the International Culinary Tourism Institute (ICTI)

The ICTI, in cooperation with its sister companies, including the International Culinary Tourism Association (ICTA), is regarded by the tourism industry, as well as media, as the world's go-to authority for everything to do with culinary travel. The family of companies includes the educational institute, the trade association, a development consulting firm, and a publishing arm. www.culinarytourism.org

About Taste of Nova Scotia

Taste of Nova Scotia is a unique, province-wide marketing program, whose members are committed to offering the very best culinary experiences and products that Nova Scotia has to offer. The Taste of Nova Scotia membership base includes more than 120 quality food producers and processors, as well as a collection of the best restaurants in the province. www.tasteofnovascotia.com

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