

## **What's Cooking Bracebridge Encourages Local Dining with 'Bookalicious' Cookbook author inspired dining specials at restaurants around Town**

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**BRACEBRIDGE, ON** – The second annual What's Cooking Bracebridge – The Great Muskoka Cookbook Adventure is just around the corner. On October 2 – 4, 2015, Bracebridge will be host to chefs, authors, and culinary specialists from across Canada.

This year's event will include cooking demonstrations and interactive classes from critically-acclaimed cookbook authors and culinary personalities, as well as cookbook author inspired dining specials throughout the Town of Bracebridge all weekend long as part of *Bookalicious*.

Bookalicious is an initiative of What's Cooking Bracebridge, to encourage local and seasonal residents to treat themselves to an exciting meal at one of nine restaurants in Bracebridge. All restaurants that are participating in the Bookalicious event will be recreating a selection of specialty dishes from the weekend's featured cookbooks.

"The goal of What's Cooking Bracebridge is to provide a positive and lasting economic impact to our local restaurants, shops and accommodations by driving tourism receipts" said Larry Stroud, Chair of the event's planning committee. "Bookalicious is one of the initiatives that we've implemented to encourage residents to get out and enjoy a night on the town with a fabulous dining experience, while supporting our local businesses owners."

To start, One Fifty Five will be making three dishes from Matt Basile's cookbook, *Street Food Diaries*, including his 'Ole Mole Guacamole Chicken Sandwich'. The Old Station will also be featuring recipes from Matt, offering 'Benny and the Baguettes', a fun, new twist on eggs benedict for lunch and his 'Peanut Butter & Jelly Tenderloin Yakitori' as an option for dinner. The Burger Shop will be taking a cue from Matt as well and making his 'Bacon Jam Grilled Cheese Sandwich with Fries'.

R&L's Bistro will be host to Pamela Foster and her recipes inspired by the hit show *Downton Abbey*; they will be featuring a British-style dinner with 'Cock a Leekie' soup and warm shrimp cocktail, a choice of roast beef, Yorkshire pudding, or fish and chips, and sherry trifle or sticky toffee pudding for dessert.

Main Street Delicatessen will be serving five soups from Jamie Kennedy's cookbook, *J.K. The Jamie Kennedy Cookbook*, including his 'Chilled Rhubarb Soup with Mint Meringues' and 'Curried Sweet Potato with Raita'. The Pasta Shoppe is another local participating restaurant; they will be making caramelized onions and pumpkin perogies, a delicious recipe from Canada's culinary duo, Elizabeth Baird and Rose Murray.

All Bookalicious sessions are being held in Bracebridge at participating restaurants and businesses, including One Fifty Five, The Old Station, Patterson Kaye Resort, The Pasta Shoppe, Main Street Deli, The Burger Shoppe, Riverwalk Restaurant, R&L's Bistro, and the Griffin Gastropub.

To full menus and to learn more about Bookalicious, and to purchase tickets for What's Cooking Bracebridge please visit [www.canadascottagecountry.ca](http://www.canadascottagecountry.ca) or the Bracebridge Visitor Information Centre at 1 Manitoba Street, next to Silver Bridge.

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For further information contact: Beth Kelly at 705-645-0027

*What's Cooking Bracebridge is organized and administered by the Muskoka Lifestyle Centre (MLC), a not-for-profit entity working on the advancement of the Bracebridge Tourism Brand, focusing on hands-on and interactive learning activities, commonly referred to as experiential tourism (one of the fastest growing elements of tourism). The Tourism Brand is focused on economic revenue generation in the shoulder season (October through April).*

*The three elements or 'pillars' of the Tourism Brand are: Culinary, The Arts, and Lifestyle (which includes recreation and design).*

*The MLC brings together the Bracebridge Chamber of Commerce, Bracebridge BIA, the Town of Bracebridge and voluntary representatives of local business. The MLC and What's Cooking Bracebridge receive administrative and financial assistance from the Bracebridge Chamber of Commerce, Bracebridge BIA, the Town of Bracebridge, as well as FedNor, Celebrate Ontario, Explorer's Edge (RT012), and Foodland Ontario.*

