

What's Cooking Bracebridge Big Success!

BRACEBRIDGE, ON – The 2nd annual What's Cooking Bracebridge – The Great Muskoka Cookbook Adventure took place last weekend. From October 2 – 4, 2015, Bracebridge was host to chefs, authors, and culinary specialists from across Canada.

This year's event included 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*.



The event was an enormous success with 11 of the 21 sessions sold out, and over 600 tickets sold over the course of the weekend. *Bookalicious* – an initiative to encourage residents and tourists to celebrate local fare by dining at restaurants throughout Bracebridge – was also a success, with nine area restaurants benefitting.

Matt Basile, author of cookbook *Street Food Diaries*, conducted two energy filled events over the weekend, a *Beer and Street Food* event outdoors at the Griffin Gastro Pub and a session on *Making Meatballs* in the community kitchen at Gagnon's Your Independent Grocer, and was impressed with the community's enthusiasm. "I was thrilled to have two sold out events. I had a great time and with this annual program Bracebridge is making a name for itself on the culinary scene."

The What's Cooking Bracebridge committee would like to extend a sincere thank you to everyone who attended the event, all the volunteers, and everyone who contributed to the event; we hope to see everyone next year at What's Cooking Bracebridge 2016!

For more information about What's Cooking Bracebridge please visit 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.