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# INFORMATION BULLETIN

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## **2<sup>nd</sup> Annual Taste of Abbotsford Week to Take Place in Celebration of Local Food**

**Abbotsford – May 9, 2017** – The public is invited to participate in the 2<sup>nd</sup> Annual Taste of Abbotsford Week, taking place May 28-June 3, 2017, in celebration of local food and agriculture.

Over 50 local restaurants and businesses will be participating in the Taste of Abby event this year to build awareness about buying local. The website, [www.abbotsford.ca/localabby](http://www.abbotsford.ca/localabby) features a new interactive google map that shows the participating business or restaurant location as well as the special Taste of Abby discount they are offering customers during this week.

The event will also feature a live Chef Competition on May 28<sup>th</sup>, taking place at the South Fraser Way Save-On-Foods, with local chefs and their School District 34 student sous chefs competing for the title of “Save-On-Foods Abbotsford Top Local Chef for 2017.”

The competition will be judged by a panel of celebrity judges and sponsors including Mayor Henry Braun and Chef Vikram Vij, who is a cookbook author, television personality and owner of a variety of lower mainland restaurants including *My Shanti* and *Rangoli*. Abbotsford Fire Rescue Services will also be at the event serving hot dogs by \$2 donation to BC Children’s Hospital.

Local organizations and businesses have also stepped in to support the 2<sup>nd</sup> annual Taste of Abbotsford. Country 107, the Abbotsford News, Abbotsford School District and Save-On Foods have all come on board to support this great local awareness initiative.

Further details about the Taste of Abbotsford week and Chef Competition will be heard on Country 107 and in the Abbotsford News on May 19, 26, and May 31. Full event details are available at [www.abbotsford.ca/localabby](http://www.abbotsford.ca/localabby).

**Quote:**

“The Taste of Abbotsford event is a great opportunity to showcase the diversity of local food production in our community,” said Mayor Henry Braun. “This initiative creates awareness about the economic impacts of purchasing locally produced products, and encourages customer traffic into our local businesses, which supports our goal of a vibrant economy.”

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