

ARUNDEL CELEBRATES 'SUSSEX IN STYLE' WITH AN INSPIRING AND THOUGHT-PROVOKING FOOD EXPERIENCE

Building on its reputation for providing some of the freshest and tastiest food in the south east, Arundel will be celebrating its position as the capital of Style in Sussex with its first ever food festival from the 16th – 24th October 2010. Enthusiastic food lovers are in for a treat as Arundel is taking the traditional food festival concept and giving it a very contemporary edge with a line up of compelling and thought provoking events which everyone will learn from and enjoy. When asked why and how this food festival was going to be different, distinguished food writer and critic Rosemary Moon comments "The market town of Arundel enjoys a unique position sandwiched between the South Downs National Park and the sea with a rich and fertile landscape that lends itself perfectly for farm producers and growers. The whole Town has come together to celebrate the vibrancy of the Festival, from local restaurants to independent shopkeepers, to showcase an exciting line-up of events aimed at those who really enjoy their food and want to learn about the future of sustainable food."

Highlights include (please refer to the Food Festival website for full details and how to book) –

Wild Food Foraging Expeditions (20 & 24 October) – Foraging responsibly for your own food is enjoyable, wholesome – and free. Led by an experienced guide, this woodland expedition will teach you the skills of our ancestors and open your palate to some of the finest wild and 'free' foods in Sussex. Catering to all palates learn in small groups how to identify and find wild food – and then cook your foraged finds using a variety of methods in the outdoors over an open fire. You need never go hungry again! The cost is £20 per person, including a hot lunch of foraged finds. As places are limited early-booking is essential.

Norfolk Estate Farm Tours (23 October) – Learn how the 'LEAF' (Linking Environment and Farming) initiative is cleverly restoring biodiversity to the South Downs. A guided farm tour by tractor and trailer will take you through the farms of the Duke and Duchess of Norfolk's Arundel estate exploring a range of current environmental farm projects. As places are free of charge, early-booking is essential.

Nutbourne Vineyard Tour & Wine tasting (20 October) – Sussex is now firmly ensconced as one of Europe's rising wine producing regions. With over 7 ha of quality vines, the Nutbourne estate, just 11 miles from Arundel, is one of the largest vineyards in the UK. Wines include Sussex Reserve, Bacchus, Late Harvest Dry, Sussex Oak and the award-winning, sparkling Nutty Brut which is very easy to mistake as a certain brand from over the Channel! Guided tours are £10, including transport, tour and Sussex cheese lunch.

'Can we eat our way to a sustainable future?' – Arundel Castle (18 October) – By kind permission of the Duke and Duchess of Norfolk, join leading expert speakers and industry figures for a night of cutting edge discussion and lively debate on how our food choices can help us meet the challenges of the 21st century. Chaired by Rosemary Moon, local writer, broadcaster and former chair of the Guild of Food Writers, this is a must-do event for those who are interested in the complexities and opportunities behind our choices on food. As places are free of charge, early arrival is recommended (doors open at 6.30).

Crossbush Farm Shop Butchery demonstration (21 Oct) – wouldn't life be easy if whenever you were buying your Sunday roast you had an expert on-hand to advise you which product to choose and why? Well now you do. Learn where your meat comes from, and be empowered to choose the right cut for the right dish. £10 including cutting demonstration and Q&A. Early booking is essential.

The 'Arundel – Sussex in Style' initiative is focused on raising the national profile of Arundel as a town of style, heritage and leisure encouraging visitors to come all year round and return time and time again to experience all the modern, stylish attractions that Arundel has to offer, including a thriving music, theatre and art scene and a great range of independent boutique shops and restaurants. As the gateway to the new South Downs National Park, Arundel is a great place to be based for walking, mountain biking or kayaking on the River Arun. It's also the perfect destination for a great day out or for those who want a weekend or short break with an outstanding range of hip, fashionable and exhilarating experiences.

The Arundel Food Festival is an initiative of the Arundel Chamber of Commerce, with programme development by food writer Rosemary Moon and food consultant Mike Imms. The Food Festival is partly funded by Collabor8 and EU funding.