



Early Bird Registration Now Open  
for the Culinary Tourism World Summit  
September 19-21 in Halifax, Nova Scotia, Canada  
One World, One Table: We've Reserved Your Seat

For Immediate Release

June 3, 2010 (Halifax, NS, Canada) – Registration is now open with early bird rates for the culinary tourism event of the year being held in Halifax, Nova Scotia September 19-21, 2010 at the World Trade and Convention Centre. Three hundred international culinary tourism industry professionals are expected to attend the first ever World Summit, hosted by the International Culinary Tourism Association (ICTA) and presented by Taste of Nova Scotia. With early bird registration of only C\$699 for non-ICTA members and C\$599 for ICTA members along with the extra value of no HST (tax) for Canadian delegates, the two day hands on conference offers tremendous value. And register by July 31 and be entered to win a Culinary Mobile Workshop valued at C\$100.

“We are very pleased we can offer such a forward-thinking agenda, high profile speakers and interactive sessions at a remarkably affordable price for the conference,” states Erik Wolf, President, International Culinary Tourism Institute. “With our theme of One World, One Table, delegates will learn hands on how to use culinary tourism for economic development.”

Topics not seen in other tourism or foodservice industry conferences make the Halifax, Nova Scotia event unique both in content and all that the sea coast location has to offer.

- **Noted Canadian Chef Michael Smith** - will deliver the Summit's keynote address
- **Food Inc's Robert Kenner** – the film's producer discusses social responsibility and why it is everyone's business to support local agriculture and cuisine as much as is feasible - both at home and on the road
- **The Future of Small, Local & Independent Restaurants** – what successful independent restaurateurs have done to ensure the success and long-term stability of their businesses, in spite of the fast growth of chains
- **Reaching the Culinary Consumer of Today – and Tomorrow** – how culinary travel marketing strategies need to change to keep in step with today's consumer expectations
- **Turning Residents into Culinary Ambassadors: The Case of Nova Scotia** – what every destination needs to know about how to leverage your own local and no-cost word-of-mouth publicity
- **Break-Out Sessions** on Social Media, Culinary Tour Operations and best practices in culinary tourism product development and marketing
- **Mobile Workshops** – 4 educative mobile workshops will show delegates what small Nova Scotian businesses have done to remain competitive. Choices include Cool Climate Grapes; Going Organic; Acadian Maple; and Fox Hill Cheese Case Study



“Taste of Nova Scotia invites tourism and food industry professionals to join us in Halifax for the One World, One Table Culinary Tourism Summit,” says Janice Ruddock, Executive Director of Taste of Nova Scotia. “Conference attendees will not only be wowed with educational programming with a choice of academic or general tracks, they will experience the warmth and hospitable nature and historic culture of Nova Scotia.”

Registration is now open at [www.culinarytourismworldsummit.com](http://www.culinarytourismworldsummit.com) with early bird rates available until July 31, 2010 and the chance to win the Culinary Mobile Workshop of your choice, a \$100 value.

For more detailed information about the 2010 Culinary Tourism One World, One Table event visit [www.culinarytourismworldsummit.com](http://www.culinarytourismworldsummit.com). For more information about Taste of Nova Scotia, visit [www.tasteofnovascotia.com](http://www.tasteofnovascotia.com).

#### **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](http://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](http://www.tasteofnovascotia.com)

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#### **Social Media:**

Facebook: [www.facebook.com/CulinarySummit](http://www.facebook.com/CulinarySummit)  
Twitter: @CulinarySummit, @TasteofNS, @WinesofNS