

Background

Belfast City Council has supported a number of food tourism initiatives since 2005.

Food Tourism is a key theme of tourism product development with in the Tourism, Culture and Arts Unit.

Promotion of the local food product is featured within the campaigns of the Northern Ireland Tourist Board and Tourism Ireland. Food tourism product development is also a key theme of the Northern Ireland Tourist Board/

The range of food related initiatives led by Belfast City Council include:

BELFAST FOOD INITIATIVE	DATE
Belfast Restaurant Week 2005 <ul style="list-style-type: none">• Open to BVCB members only• Discounts and promotions in participating restaurants	October 2005
The Evening Economy initiative <ul style="list-style-type: none">• Development of early evening offers and campaign - Dinner Dates 5 to late	From April 2006 - ongoing
Belfast Restaurant Week 2006 <ul style="list-style-type: none">• Open to BVCB members only• Discounts and promotions in participating restaurants	March 2006
Belfast Food and Drink Festival 2007 <ul style="list-style-type: none">• Open to BVCB members at discounted participation rate - £100• Open to all food outlets - £200• Discounts and promotions in participating restaurants• Food events and wine tastings• Food demonstrations in St Georges Market• Garden Gourmet weekend (sponsored by Tesco & Dale Farm)	September 2007
Belfast Food and Drink Festival 2008 <ul style="list-style-type: none">• Open to BVCB members at discounted participation rate - £100• Open to all food outlets - £200• Food events and wine tastings• Food demonstrations in St Georges Market	September 2008

Great Belfast Food & Drink
Summary of activity

BELFAST FOOD INITIATIVE	DATE
<ul style="list-style-type: none"> • Ready, Steady, Cook - Nick Nairn and Paul Rankin. • Garden Gourmet weekend 	
Great Belfast Food Week 2010 <ul style="list-style-type: none"> • Food events - Saturday Kitchen with James Martin. • Sheila Dillon Slow Food debate with Nick Price • Food demos in St George's Market, Victoria Square and Connswater Shopping Centre with Gino D'Acampo and Paul Rankin • Chocolate Festival in St George's Market • Lunch with Gino D'Acampo in St George's Bar and Grill • Food demonstrations in St Georges Market. • Launch of the Belfast Bred walking tour with Shiela Dillon (achieved two programmes on Belfast/ Northern Ireland food on the Food Programme radio 4) (supported by Tourism Innovation Fund, DARD, Connswater, Good Food NI) 	March 2010
Great Belfast Food Weekend 2011 <ul style="list-style-type: none"> • Food demonstrations in St Georges Market with Niall McKenna, Nick Price and Phil Rodgers. • Promotions and competitions. (supported by DARD, Good Food NI)	March 2011
Launched www.greatbelfastfood.com	March 2010
Launched the Belfast Bred Culinary Walking summer tour	April 2010 - September 2010
Belfast Bred continues throughout the summer	June - August 2011/2012
Updated www.greatbelfastfood.com	March 2011
Launch of great Belfast food section on Belfast App.	
Initial meeting of the proposed Belfast Restaurant Association	August 2011
Christmas and Spring Market	Every December and May since 2005
Titanic Menu Food demo - St George's Market	March 12