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DESTINATION STRATFORD RELAUNCHES SAVOUR & SIP CULINARY TRAIL AFTER SUCCESSFUL FIRST YEAR

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(Stratford, ON) Destination Stratford is thrilled to announce the return of the Savour & Sip Trail after its successful first year, launched in spring 2023. Aligning with the [Al Fresco](#) dining season, this perfectly curated trail encourages visitors and locals to enjoy the outdoors, surrounded by picturesque scenery, historic landmarks and the hum of the vibrant city streets.

The Savour & Sip Trail focuses on showcasing over 25 local businesses who have carefully chosen savoury and sweet delights for trail participants to enjoy. The Savour & Sip Trail encourages Al Fresco dining between May through October by featuring take-out items to help create a unique Stratford dining experience through picnics, and DIY charcuterie boards. Trail participants will enjoy a wide variety of curated local offers such as cheese, meat, house made breads, and local preserves, as well as an assortment of desserts including fruit pies, peanut brittle, cotton candy and cold beverages (both alcoholic and non alcoholic). This year, the trail will offer eight new stops, as well as returning favourites. This seasonal offering promises to deliver an exciting assortment of picnic essentials.

"The Savour & Sip Trail has quickly become a new visitor and local favourite and is the perfect seasonal activity to enjoy with friends and family" said April Murray, Destination Brand Manager of Destination Stratford. "Visitors are looking for meaningful and authentic experiences when travelling, and we are proud to celebrate and encourage local exploration through our diverse self-guided culinary trails."

Destination Stratford saw a tremendous increase in 2023 for culinary trails sales resulting in the highest number of sales to date. This is a true testament to the high quality and unique experience visitors receive when participating, in conjunction with strong industry support and excellent customer service.

The [Savour & Sip Trail](#) is available for sale, starting May 1st until October 31st, 2024. Trail goers are encouraged to explore Stratford's Al Fresco features including expanded outdoor dining experiences at various spots in the city. With spaces that fit over 200 people, you can dine outdoors with delicious take-out, trail items and accompanying drinks from participating Stratford restaurants.

With each trail purchase, you get to choose which five stops, out of the 25+ participating businesses, to redeem your vouchers for a different savour and sip delight on your self-guided tour. The cost for five vouchers is \$39.55 (including HST). Savour & Sip Trails are available for purchase at [Destination Stratford](#), 47 Downie Street; and [Bradshaws](#), 129 Ontario Street. Vouchers do not expire and can be used over multiple days until the trail end date of October 31, 2024.

ALL THE WORLD'S A STAGE. BUT ON THE SAVOUR & SIP TRAIL, ALL OF STRATFORD'S A FEAST. For more details visit us online: visitstratford.ca/savourtrail

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