

DESTINATION STRATFORD

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DESTINATION STRATFORD RECEIVES UNANIMOUS APPROVAL
FOR YEAR-ROUND AL FRESCO PROGRAM



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(STRATFORD, ON) Destination Stratford received unanimous approval from Stratford City Council to adopt a progressive European approach to allow liquor in public spaces by amending the current By-Law to become year-round. The By-Law amendment maximizes opportunity for the local tourism sector and businesses by allowing local participating restaurants increased flexibility to creatively expand their offering while simultaneously bringing vibrancy to Stratford's heritage downtown core and park system.

In addition to the Stratford Al Fresco program remaining active year-round, food is no longer a requirement for liquor take-out orders from participating restaurants, and there are no longer restrictions on the type of beverage container.

The Al Fresco program was originally created in 2020 in response to the pandemic economic crisis to bolster and support outdoor dining opportunities for residents, visitors and local businesses. Now in year 5 of managing and implementing the Al Fresco program, Destination Stratford is proud of the feedback from businesses, visitors and the local community in addition to the many social and economic benefits.

"Destination Stratford has become one of the most progressive communities in the Province when it comes to taking a creative and European approach to safely allowing liquor in public outdoor dining areas in support of our local culinary businesses and innovators?" said Zac Gribble, Executive Director, Destination Stratford.

Stratford Al Fresco includes 17 tables (5 accessible) and umbrellas in Market Square, 15 tables (3 accessible) and umbrellas on Tom Patterson Island, 15 tables (2 accessible) within Memorial Gardens, and has expanded throughout the south shore of the park system from the Huron Street Bridge right through to Upper Queens Park.

Destination Stratford looks forward to continued collaboration with the City, local restaurants, bars, food producers and cultural event organizers to create and incorporate new dynamic Stratford Al Fresco experiences.

For more information on the Al Fresco program, please visit: visitstratford.ca/al-fresco-dining

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Please email any questions to hello@visitstratford.ca.