



172 South Drive
Simcoe, Ontario
N3Y 1G6

For Immediate Release

Eat & Drink Norfolk – Celebrating 14th year Anniversary

March 22, 2024 Simcoe – Eat & Drink Norfolk presented by CIBC Private Wealth is celebrating its 14th anniversary. Doors are open Thursday, April 4th from 5:00 pm to 9:00 pm, Friday, April 5th from 5:00 pm to 10:00 pm and on Saturday April 6th from 3:00 pm to 10:00 pm. The Pure Spirits Distillery After Party takes place both Friday and Saturday 9:00 pm to midnight.

For ten consecutive years, the event has been named one of Festival and Events Ontario Top 100 events and Eat & Drink Norfolk continues to grow with gusto as the region's premier spring event. Held in the CIBC AUDitorium at the Norfolk County Fairgrounds, inviting patrons to mix, mingle and sample their way through the showcase of local products from over 35 local participating vendors.

Norfolk County's best restaurants, wineries, breweries, distilleries and specialty retailers say that "Eat & Drink Norfolk" provides a wonderful way for people to socialize and provides a platform to sample new local wines, beer, cider and spirits and food from a local restaurant or food producer that they perhaps haven't taken the opportunity to visit yet. "It's a great opportunity to speak with the owners, chefs, winemakers or

brewmasters to learn more about what makes each business and its products unique,” says Special Events Manager Chantal Zorad.

PARTICIPATING VENDORS:

<p><u>Breweries</u> Concession Road Brewing Company Ltd. Charlotteville Brewing Company Hometown Brew Co. Meuse Brewing Company Wishbone Brewing Company</p> <p><u>Distilleries</u> Manns Distillery Ltd. Pure Spirits Distillery</p>	<p><u>Wineries</u> Burning Kiln Winery Frisky Beaver Winery Front Road Cellars Hounds Of Erie Winery Inasphere Wines</p> <p><u>Specialty</u> Belching Barista Cheers! Norfolk County Fair Foundation Station Cold Brew Coffee</p>	<p><u>Food</u> Barrel Restaurant The Back Kitchen Cheesecake on the Go Dover Mercantile/The Good Bread Co. Front Porch The Greens at Renton Jk’s Restaurant Joy Bakery Cafe JP’s Barbeque Marshview Patio Lounge 33 Norfolk bbq Perks of Norfolk The Shucking King Tacos ‘N Tequila Normandale</p>
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This year, Pure Spirits Distillery sponsors the After Party, taking place in the newly renovated upper Homecraft Building #2. The extension of the main event is open 9pm-midnight Friday and Saturday night. General Manager, Angela Hogeveen explained “Eat & Drink Norfolk has had so much momentum, and we are always trying to evolve and refresh the events we do. This year, the After Party finds a more permanent home in a reimagined event space on our grounds, and we are thrilled to partner with our local distiller Pure Spirits Distillery to enhance the overall experience”

Friday night’s Pure Spirits Distillery After Party will feature REWIND, A Classic Rock Experience. Saturday night will be a Video Dance Party by Black Creek Music. “Last year, we really saw that people wanted to take the opportunity to extend their evening and hit the dance floor. We are thrilled to be able to offer them the same opportunity this year with great entertainment” added Hogeveen.

ENTERTAINMENT SCHEDULE:

<p>Thursday Paul Mallard @ 5pm Felicia McMinn @ 7pm</p>	<p>Friday Eric Brousseau@ 5pm Treeline@ 6:45pm REWIND @ 9pm at the After Party</p>	<p>Saturday Felicia McMinn @ 3pm Jesse Murphy Band @ 6:30pm Video Dance Party with Black Creek Music @ 9pm at the After Party</p>
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Advance Admission for Eat & Drink Norfolk is \$16 on Thursday and \$18 Friday and Saturday, available online at eatanddrinknorfolk.ca, admission to the Pure Spirits Distillery After Party is an add on ticket to your Eat & Drink Norfolk ticket - these are selling fast, and will sell out. Tasting tokens are also available in advance online and at the show for just \$1 each. Admission at the door increases to \$18 on Thursday and \$20 Friday and Saturday. All patrons must be 19 years of age and older to attend.

Eat & Drink Norfolk is the perfect opportunity to enjoy great food and beverage products, and live local music from here in Norfolk County, all under one roof. This event is a fundraising initiative of the Norfolk County Agricultural Society. Special thanks to presenting sponsor CIBC Private Wealth, along with all of our community supporters; Morison Insurance, Pure Spirits Distillery, Jess Morris Trucking and Excavating, PAL Insurance Brokers, Rassaun Services Inc, Vallee Consulting Engineers, Architects and Planners, Norfolk Simcoe Electric, Eising Greenhouses & Garden Centre, MyFM 98.9 & Oldies 99.7, and Kewl New Media Solutions.

For more detailed information visit eatanddrinknorfolk.ca

General Manager, Angela Hogeveen
Norfolk County Agricultural Society
172 South Drive, Simcoe, ON N3Y 1G6
Email: gm@norfolkcountyfair.com
Cell: (905)-928-6632

Wendy Brick, Publicity & Marketing
Norfolk County Agricultural Society
Email: publicity@norfolkcountyfair.com
Tel: 519-426-7280 x 224
Website: norfolkcountyfair.com

Eat & Drink Norfolk
April 4th, 5th, 6th, at the CIBC Auditorium
Simcoe Fairgrounds

Norfolk Night Market
June 7th, 8th at the Fairgrounds

Fairgrounds Festival
June 14th, 15th, at the Fairgrounds

Norfolk County Fair & Horse Show
October 8th -14th, 2024
“It’s a Tradition!”

Norfolk Night Market - Christmas Edition
Dec. 6th, 7th at the Fairgrounds