Press Release – NPD17

Sweet Taste of Success

Winners in the first Brilliant Breakfasts competition held by local food project Love Food tasted success at the finals held at Horsley Hall near Stanhope on Tuesday (March 22).

There was a great response to the dales-wide breakfast competition, designed to find the best served breakfast in the North Pennines and many of those who took part, as well as the winners, attended the event.

Love Food supports the production, promotion, use and appreciation of locally grown or reared food throughout Teesdale, Weardale, the Allen Valleys and Derwentside.

Its director, Hazel Coppack, praised the quality of the breakfasts.

‘The standard of the entries has been very high and we’ve been very pleased to see the range of local produce. It’s been a very successful venture and all the entrants appear in a Brilliant Breakfasts leaflet which will go out throughout the area.’

The competition was divided into southern (Teesdale) and northern (Weardale, Allen Valleys and Derwentside) areas and was open to any business which served breakfast as a normal service.

The winners were:

Area winners:
Bed and breakfast Southern - Crich House, Barnard Castle (Alison Morrell)
Bed and breakfast Northern - Dowfold House, Crook (Jill & Rupert Richardson)

Hotel Southern - Headlam Hall Hotel, Headlam (Thomas Robinson)
Hotel Northern – Lovelady Shield, Alston Moor (Peter Haynes)
Overall Champions:
Bed and breakfast – Crich House
Hotel – Lovelady Shield
Café – Knitsley Farm Shop Café

Special awards:
Local Food Hero – Dowfold House
Alternative Breakfast – The Forresters, Middleton-in-Teesdale (Fabien Hombourger

Alison Morrell, who has run the overall southern champion bed and breakfast, Crich House in Barnard Castle for six years, said: ‘I am delighted with this accolade. It sets us apart from the rest and I am very pleased. I like to serve nice looking food and use local produce, so I am very supportive of the aims of Love Food.’

Dowfold House, near Crook, which won the northern bed and breakfast and local food hero award, is run by Jill and Rupert Richardson. Jill said: ‘We are very proud of the food we serve and are very keen on minimising food miles. We’re very pleased to have won and think the Love Food project is an excellent way of encouraging people to use and eat local produce.’

Peter Haynes, who runs the winning northern hotel category, Lovelady Shield in Alston Moor, said: ‘This is our 14th season, and a few years ago, my son, who is a chef, reminded us that the last meal someone experiences in a hotel is breakfast. So we upped our game and I am delighted to have that quality recognised today.’

The final round was judged by two nationally and internationally renowned food writers, Gilli Cliff and Irene Myers.
Irene told the entrants and guests: ‘We have both been amazed by the quality of the food and the beauty of the area. Even after three breakfasts in the day, my mouth was still watering.’

The awards were presented by Elaine Lemm, writer-editor of the New York Times About Britain website, who said she thought the competition was an excellent addition to the calendar of the area.

‘It’s a beautiful part of the world and one which I’d like to visit again and again.’

The regional judges were Bill Oldfield, restaurateur and Chairman of Teesdale Marketing Limited, who sampled breakfasts in the northern part of the region, and Simon Wilson, Project Development Officer for the North Pennines Area of Outstanding Natural Beauty, who took the southern area.

Hazel said: ‘The winners will be able to use their success to promote their own businesses and the competition will raise the profile of food tourism in the area. All entrants appear in the Brilliant Breakfasts leaflet, which will be available throughout the area and in all local tourist information centres.’

Notes

Irene Myers runs her own PR and marketing consultancy and is a restaurant reviewer. She developed the Coastal Flavours of Whitby and Darlington Food Festivals and is a member of the Slow Food Movement and the Regional Food Group.

Gilli Cliff is a Cordon Bleu cook, regional food consultant, author, restaurant critic and judge of the Regional Food awards. She has been a food journalist and broadcaster for 25 years, recently retiring as chairman of the Guild of Food Writers.

Elaine Lemm, who will present the awards, is the renowned writer-editor for the New York Times’ About British website www.britishfood.about.com. She is a member of the Guild of Food Writers, an author and restaurant critic and ran her own successful restaurant. Elaine works with the Yorkshire and Humber Regional Food Group.
Love Food worked with the Weardale Visitor Network to build on their highly successful 2009 Weardale Breakfast Competition.

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Editors notes:

**The Love Food campaign** (Teesdale, Weardale, the Allen Valleys and the Derwentside) is the adopted name of the North Pennine Dales Enterprising Food Project.

The project is funded by the Big Lottery Fund’s Local Food scheme, the North Pennine Dales Leader programme and the Barnard Castle Vision with additional in-kind contributions (£64,000) from partners.

Teesdale Marketing Ltd is the Accountable Body for this three year project which has been developed in partnership with local private, community and public sector organisations which have an involvement in local food.

The project is being delivered by Teesdale Marketing Ltd, the South Durham Enterprise Agency and the North Pennines A.O.N.B. Partnership.

Love Food is supported by Durham County Council and the County Durham Economic Partnership.

The purpose of the £389,000 project, which runs to the end of 2012, is to support the production, promotion, use and appreciation of locally grown or reared food in Teesdale, Weardale, Allendale and the Derwent Valley.

**Local Food** has been developed by a consortium of 15 national environmental organisations, and is managed on their behalf by the Royal Society of Wildlife Trusts (RSWT). Supported by the Big Lottery Fund’s Changing Spaces programme, Local Food will distribute grants to a variety of food related projects to make locally grown food more accessible.

[www.localfoodgrants.org](http://www.localfoodgrants.org)
The Royal Society of Wildlife trusts: (RSWT): is a registered charity, incorporated by Royal Charter, to promote conservation and manage environmental programmes throughout the whole of the UK. It has established management systems for holding and distributing funds totalling more than £20 million annually to environmental projects across the UK.

The Big Lottery Fund’s Changing Spaces programme was launched in November 2005 to help communities enjoy and improve their local environments. The programme funds a range of activities from Local food schemes and farmers’ markets, to education projects teaching people about the local environment.

The Big Lottery Fund, the largest of the National Lottery good cause distributors, has been rolling out £2 million in Lottery good cause money every 24 hours to health, education, environment and charitable causes across the UK. www.biglotteryfund.org.uk (cont)

Teesdale Marketing Limited is a private, membership-based, not-for-profit company run by volunteers which initiates, delivers and supports projects of significant economic and social benefit to Teesdale. Teesdale Marketing Limited is the accountable body and project management organisation for the North Pennine Dales Enterprising Food project (Love Food) www.teedalemartketing.co.uk

The Enterprise Agency (SDEA)
The South Durham Enterprise Agency provides start-up advice, business development services, training, mentoring and an environment in which local people and businesses can create jobs, grow and succeed. As an award winning economic development agency we are recognised regionally and nationally for our innovative and effective initiatives. A not-for-profit organisation with strong roots in our local communities, we develop long term relationships with the people and businesses we support. Sustainable businesses and communities are at the heart of our approach. www.theenterpriseagency.co.uk

The North Pennines AONB Partnership is an alliance of 22 public, statutory and voluntary sector organisations. The AONB Partnership, through its Staff Unit, takes action to look after the natural beauty of the North Pennine and seeks to co-ordinate the efforts of others. It also raises awareness of the AONB’s special qualities and helps to support local communities and sustainable economies. The Staff Unit manages the European Geopark status for the AONB
The North Pennines Area of Outstanding Natural Beauty (AONB) is a stunning landscape of open heather moors, dramatic dales, tumbling upland rivers, wonderful woods, close knit communities, glorious waterfalls, fantastic birds, colourful hay meadows, stone built villages, intriguing history, distinctive plants and much more. As well as being an AONB, the North Pennines is a European Geopark. The North Pennines is 2000kmsq in area and is situated in the uplands of Northern England; it covers parts of County Durham, Cumbria and Northumberland.

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