

Summer 2008

Aggressive Branding

Putting your Membership to work!

Creating Value for your membership!

First and foremost let's refresh our mission and vision:

Our Mission is to facilitate the successful development of the Muskoka region as a dynamic culinary tourism destination, by promoting all sectors of the economy with an interest in regional food and drink.

Our Vision is to provide the consumer with a wide selection of regional culinary products, experiences and packages that are unique to Muskoka and that can be marketed successfully to the visitor market.

As members within our organization SAVOUR wants to utilize the summer and coming year to best promote 1, SAVOUR Muskoka organization and 2, your role / business within the organization. The overall goal of SAVOUR Muskoka, in creating value for your membership during the summer of 2008, is three fold. First off SAVOUR Muskoka wants to educate the public about our brand and the members with in it. In short there is no sense of having a great product if no – body knows about it. This will be accomplished by having a presence in the community at Farmers Markets, Festivals and in other high transit areas / markets. Secondly SAVOUR is participating in local promotional events (May Marche and Flavours) as well as exclusive SAVOUR events such as the Tuesday Taste trails and the September Tasting Cruise in order to showcase chefs, farmers and producers. These events would be of possible interest as the staff of SAVOUR will organize the logistics and all the members have to do is show up and participate. Finally, SAVOUR Muskoka will gather relevant information on eating, dining and foods habits that reflect the local and tourist market in the districts of Parry Sound and Muskoka which will be shared during the October tasting event (more information to come on this event).

Strength in Numbers!

The reality of any grass roots organization is that only through participation and input from its members will the organization be able to grow and sustain itself. When SAVOUR is not out promoting in the community it will be searching for local food artisans (or unknowing food artisans) and helping them to build or grow a product that reflects the region in which restaurants, chefs and producers can use. Although Muskoka and Parry Sound are not traditional farm areas some exceptional farmers have made it work. Even with a short and unpredictable growing season it can work! In closing SAVOUR Muskoka, the organization, looks to take advantage of the '100 mile diet' and Slow Food movement in order to promote and build the brand 'SAVOUR Muskoka'.

What the Hospitality industry is up against for the summer 2008

- High gas prices which may influence travelers to Muskoka.
- Strong Canadian Dollar which could have a negative affect on American travelers.
- Talk of possible recession which has an affect on discretionary spending (Falling Starbuck stocks).
- Continued commercialization (invasion of franchises) of restaurants in Muskoka.

SAVOUR Push

- Presence at Farmers Markets (Huntsville and Gravenhurst)
- Presence at area Grocery Stores.
- 6 planned Taste Trails for interested members who want to showcase their product, property or cooking expertise (Aug, 12, 19, 26 & Sept, 3, 9, 16)
- SAVOUR Muskoka Cruise for interested chefs, producers and farmers.

Just a few planed events to promote members of the SAVOUR organization while educating the public on the plethora of Muskoka and Parry Sound regional food players!



CULINARY EXPERIENCES

Before the summer rush hits the Website will be up and running !

Website / Promotional Launch

May 8th, 2008

**Delta Grandview, Huntsville
9.30 am—12.45pm**

Followed by

**Annual Meeting
1.00pm—2.00pm**

Join us and share your input on how to best market the SAVOUR Muskoka Brand!

Putting the Trillium Foundation Grant to work for you!

Please bring a friend or community business partner

RSVP ASAP as no one wants to waste time with an event that there is no interest in. Time and resources could be better spent on something that you value.

**To: James Murphy
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Future Newsletters

Look for members to be profiled in future SAVOUR Muskoka newsletters