

PRESS RELEASE



ENGLAND'S GREAT WEST WAY® LAUNCHES FOOD & DRINK MAP

Great West Way, the world's first multi-modal touring route, has launched a new map featuring the many food and drink establishments on the route, where travellers are encouraged to slow down, fill their boots and quench their thirst.

The Great West Way food and drink map is available from February and features a number of breweries, pubs, tea rooms and cafés, farm shops, fine dining and Michelin star restaurants, as well as food markets and festivals. It also highlights food and drink experiences such as cookery schools and distillery tours. The map is available to download from the Great West Way's website, and will be made available to the route's growing Ambassador network, currently comprising 270 Ambassadors and 75 Official Tour Operators.

To support the launch of the new food and drink map, Great West Way will run an integrated digital and PR campaign in February. A physical copy of the map will then be distributed by leading national food and drink publications, in March.

Fiona Errington, Head of Marketing at Great West Way, said: "The route is brimming with unique places to eat and drink, that suit all budgets.

"As well as showcasing its history, heritage, popular attractions and areas of Outstanding Natural Beauty, it's important that we encourage travellers to support local businesses during their trips, in the same way that we encourage people to explore areas off the beaten track. The map is a great way for us to showcase the many places on the route where they can stop, have a bite to eat, as well as tempt them to take an alternative route and perhaps explore a destination they've never been to before."

Great West Way Ambassador, Wadworth Brewery in Devizes, have produced an exclusive advertisement for the food and drink map that includes the location of its brewery and several of its pubs on the route. Wadworth Brewery offers daily brewery tours which gives an insight into brewing and the traditional techniques used, along with modern brewery skills.

Chris Welham, CEO for Wadworth, said: “We are very fortunate to have our brewery and many of our pubs located along the Great West Way so we are delighted to be involved. You can’t beat a visit to a lovely pub on a day out so adding these to the map made perfect sense. I’m sure visitors and locals alike will get a lot from the new map.”

Other sponsors of the map include, Longleat Food & Music Festival, Apex City of Bath Hotel, Roseate House in London, Red Lion Freehouse in Pewsey, a’Beckett’s Vineyard in Devizes, Koffmann & Mr White’s and ArtBar, both located at the Abbey Hotel Bath, The Newbury, a pub in Newbury, The Langley, a five-star luxury hotel in Buckinghamshire and Bristol, one of the UK’s leading craft beer destinations.

Following on from a busy year in 2019, during which it launched its Rough Guide to the Great West Way and the UK’s largest integrated rail and bus pass, the Great Western Railway Great West Way® Discoverer pass, it also launched its new Travel Trade Directory at the annual Marketplace event, connecting domestic and international buyers with tourism suppliers.. In January, the Great West Way attended several travel trade events with key Ambassadors and partners. The largest of which was Vakantiebeurs in the Netherlands, plus Excursions in London, and a one-to-one networking event in London - Britain & Ireland Marketplace (BIM).

To download a digital version of the map, visit: www.GreatWestWay.co.uk/see-and-do/food-and-drink

There is a food and drink itinerary available on the Great West Way website, as well as a resource to create an itinerary based on your preferences. To view the food and drink itinerary, visit: www.GreatWestWay.co.uk/dbimings/Food%20and%20Drink.pdf

Food and drink maps can also be collected from local information points on the Great West Way.

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Notes to editors:

If you’re interested in joining the Great West Way Ambassador or finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

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Images for **Great West Way** can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

About the Great West Way

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at:
www.GreatWestWay.co.uk/storyoftheGreatWestWay

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