



Joining the Butter Tart Tour!

The Kawarthas Northumberland Butter Tart Tour consists of over 50 tart providers throughout the City of Kawartha Lakes, Northumberland County as well as Peterborough City and County.

The tour came to life in 2012 as a way to highlight the fantastic bakeries and tart providers in the region who put their own spin on the quintessential Canadian treat. With the popularity of the tour, we knew it was necessary to step it up a notch to celebrate these ooey gooey treats and with that, the Butter Tart Taste-Off came to be. Every September, hundreds of people attend the Taste-Off to find out who has the best tarts in Kawarthas Northumberland and to purchase these award winning tarts in one place.

To join the tour, you must follow set of guidelines, have an understanding of the value in working together and be committed to providing exceptional service. Time to time, we will promote the tour through a yearly theme. The Canadian Collection saw the creation of truly Canadian themed tarts to celebrate Canadas 150th anniversary. Most recently, Arts' N' Tarts promoted a collaboration of art studios, theatres and bakers. There is currently no fee associated with joining the tour.

Tour Guidelines

- Tarts must be made, and sold in Kawarthas Northumberland (City of Kawartha Lakes, Peterborough City and County and Northumberland County)
- Tarts must be regularly available at all times (e.g. tarts only available on Tuesdays, or after 5 PM. This does not include tarts which have sold out for the day.)
- All staff should have knowledge of the tour and the next closest stops and should use as an active talking point
- Promotion of the tour itself
- Butter Tart Tour logos are displayed proudly on the store entrance and/or display case as well as any online website
- Follow the link to download the Butter Tart Tour to display on your website/Facebook
<https://www.dropbox.com/sh/nf62f3pczt6ypw7/AABq1BhzOPxevW4apd1NLHTja?dl=0>



How to Get the Most Out Of Being on the Butter Tart Tour

- Be active on social media
 - Any time you post, make sure to **TAG @buttertartour** so that we see your post
 - Include the #buttertarttour so that the public can search your post
 - Being active doesn't necessarily mean YOU have to be the active one. Get your patrons to WANT to promote your business through social media ques in your establishment
- Active and Open to collaborations and exposure opportunities
 - Unique fusions will always get people talking, as was the case with the Butter Tart Murder Mystery Dinner Theatre
- Attend meetings and workshops
 - Keep up to date with all opportunities offered by RTO8 or by your local Economic Development Office or Chamber of Commerce by signing up for e-newsletters