

TASTE OF THE TSW

A celebration of food and community
on the Trent-Severn Waterway

Calling all Culinary Providers within Kawarthas Northumberland!

We're reaching out to all food & beverage producers and providers within Kawartha Lakes, Peterborough City and County and Northumberland County to get creative and showcase a culinary product created to highlight the Trent-Severn Waterway, a National Historic site of Canada that draws tourist to this region by boat, bike, car or paddle.

Check out the delicious products already on offer at www.kawarthasnorthumberland.ca/taste-of-the-tsw/ such as the Lock 32 Sweet Sundae by Bigley's Sweet Treats, the Swing-bridge Reuben Burger by Square Plates Family Restaurant, or the Riverside Wheat Ale by Focal Brewing Co.



Sign up form and eligibility criteria:
rto8.com/taste-of-the-tsw

What you get when you participate:

- Kawarthas Northumberland and Trent-Severn Trail Towns will promote your involvement in the program
- Kawarthas Northumberland will list your product online at www.kawarthasnorthumberland.ca/taste-of-the-tsw/
- Potential to be featured in social media posts, digital ads, and print ads
- Potential to be included in a feature video, blogger visit, or influencer visit
- Access to logo assets and brand creative to use on your channels
- Your business will be featured on the Kawarthas Northumberland's branded Toureka map and app: <https://explore.toureka.app/4>

What you need to do to participate:

- Create a new culinary item or re-name an existing item that highlights/celebrates the Trent-Severn Waterway
- Sign-up with RTO8 to have your item featured on the Taste of the TSW landing page
- Send a photo of your item to tracy@birchbarkmedia.com for promotional use
- Post about your product on social media using **#TasteOfTheTSW** and promote it to your customers!



Follow Kawarthas Northumberland on social media!
To help promote your business tag Kawarthas
Northumberland and use the hashtag #TasteoftheTSW



@KawarthasNorthumberland



@perfectwknds

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