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Artisan Edibles Set to Dazzle Palates at the 3rd annual Great Canadian Cheese Festival

FOR IMMEDIATE RELEASE

Artisan Edibles is proud to announce their debut at the 3rd annual Great Canadian Cheese Festival. Held Friday, June 1 and Saturday, June 2, 2013, in the heart of Ontario's verdant Prince Edward County, **Artisan Edibles** will showcase their exquisite line of small batch fine preserves alongside Canada's top artisan cheese makers, wineries and craft breweries. In other words, a match made in heaven, all in one delicious location!

"The festival is a great opportunity for our products to be introduced to a new audience," says Artisan Edibles owner and President Maureen Drew, "and particularly for those that share our love of exquisite cheeses and fine wine."

Ready, Set, Nibble

The debut will unfold beginning at the festival's **Media Preview** on May 16. Vibrant selections from Artisan Edibles line will be offered alongside this year's Grand Prix cheese winners, with craft ales and wines, and a host of luminaries from Canada's cheese making world along with invited journalists and noted food bloggers. "Artisan Edibles is honored to be aligned with the Grand Prix Cheese winners and thrilled that a BC product was chosen for the preview," says Drew.

Always seeking out new pairings for their jellies and chutneys, Artisan Edibles will apply their usual flair to create three thoughtful suggested cheese pairings at the preview: **Champagne Rose Petal Jelly**, a delicate pairing with the Grand Champion Ricotta; **Pomegranate Hot Pepper Jelly**, seductively paired with a selection of washed rind cheeses; and **Raspberry Cardamom Jelly**, a playful pairing with the Bleu d'Elizabeth from Fromagerie du Presbytere.

Get Ready to be Dazzled!

While attending the two-day **Great Canadian Cheese Festival**, in June, participants can expect a tasty *tour-de-force* at the **Artisan Edibles** booth. Suggested cheese pairing cards will direct you to luscious examples of how Artisan Edibles is an essential playmate to any cheese or cracker. Owner Maureen Drew will present three of her favourite cheese and cracker pairings with fellow BC artisanal food producers: **Salt Spring Island Cheese** and Vancouver-based **Gone Crackers**. Think lemon chevre with **Blueberry Lavender Jelly** on blue cheese crackers, Juliette goat cheese camembert-style with **Champagne Rose Petal Jelly**, and rind-washed Romelia served with the **Raspberry Cardamom Jelly** both cheeses served on Undressed crackers.

About Artisan Edibles

BC-based **Artisan Edibles**, founded in 2005, hails from Parksville on beautiful Vancouver Island. A treasure to behold, their line of small batch jellies, chutneys and antipasti draw inspiration from the natural abundance of the Island and from seasonal ingredients hand picked at the height of ripeness. Found on the shelves of fine food purveyors, delis and specialty gift shops from Vancouver and Calgary to Edmonton, Guelph and Port Hope, and as far away as Germany, their adventurous flavour profiles have become a much sought-after complement to a wine and cheese pairing, slathered over freshly baked scones, lavished over seafood and grilled meats, as a perfect culinary gift, or spooned right out of the stylish jar they come beautifully packaged in. Always striving for innovation, the gardens of Artisan Edibles now boast three varieties of heritage roses, whose spray-free petals delicately flavour and adorn each jar of their much-in-demand **Champagne Rose Petal Jelly**.

For more information, to obtain high-resolution photos, or to arrange an interview, please contact Maureen Drew, 250-248-0670 (877-248-0670), or email, contact@artisanedibles.com (artisanedibles.com)