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FOR IMMEDIATE RELEASE

MAD RIVER TASTE WEEK **A New Summer Event Featuring Tours, Tastings, and Teachings**

April 19, 2018 (Mad River Valley, Vermont) – Mad River Food Hub announces [Mad River Taste Week](#), a 7-day celebration of the food and beverage makers and growers in the Mad River Valley, Vermont. The event will take place August 4 through 11, 2018.

The week will feature daily farm and facility tours, tasting events and educational workshops, all led by the food makers and farmers who live and work in the Mad River Valley.

“Mad River Valley has long been known for its exemplary food scene, one of the first and favored farmers’ markets in Vermont, an active locavore movement, and many award-winning artisans including [Ploughgate Creamery](#), [VonTrapp Farmstead](#), [Lawson’s Finest Liquids](#), [Mad River Distillers](#), [Tonewood Maple](#), [Green Rabbit Bakery](#) and [Vermont Bean Crafters](#),” says Robin Morris.

Morris is president of the [Mad River Food Hub](#), the first USDA inspected food business incubator in the country, which has also helped to put the Mad River Valley on the national foodie map.

In addition to the tours, tastings, and teachings throughout the Valley, a community pig-roast will kick-off the Mad River Taste Week, following the Waitsfield Farmer’s Market on Saturday, August 4. The Week will finish with the annual [Vermont Cheese Council](#) dinner on August 11. Those wishing to continue their pursuit of Vermont-made delights are encouraged to attend the [Vermont Cheese Festival](#) on August 12.

Learn more at madrivertaste.com/tasteweek, where the full schedule and details will be posted and updated throughout the coming weeks.

[Mad River Food Hub](#) was founded in 2011 to increase the success of new and emerging food and beverage businesses in the Mad River Valley community. The Mad River Food Hub started as a food business incubator offering these local businesses access to USDA inspected processing rooms, cold storage and distribution for processing their meat and vegetable products. In 2017, Mad River Food Hub created the Mad River Taste program as a quality seal, and to celebrate and promote the local makers and growers.

The Mad River Taste Place was opened in the Summer of 2017, to show case these Mad River Taste products through tastings, learning and provisioning. The Taste Place is also chock full of local Vermont Products, has frequent maker demonstrations, and is the home to Vermont Cheese Council. More information is available at madrivertaste.com.

The [Mad River Valley](http://madrivervalley.com) is a four-season destination located on scenic Route 100 in the center of Vermont. A unique multi-town community, the Mad River Valley offers a fun, authentic Vermont experience including arts, recreation, farms, foods, craft beverages, beautiful vistas, quaint villages, historic barns and bridges, cool shops, and warm hospitality. Home to both Sugarbush Resort and Mad River Glen, visitors to the Valley in the winter enjoy Vermont's best alpine, Nordic, and backcountry skiing. In the summer and fall, visitors experience vibrant events, hiking, biking, paddling, and refreshing swimming holes on the Mad River. More information is available at madrivervalley.com.

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