

One of Scotland's most popular food events, The Crail Food Festival will return this summer from Friday, 4th to Sunday, 6th June.

With an exciting new look (see attached), new interactive website and merchandise line, the volunteer led Crail Food Festival are delighted to announce that the much loved festival will go ahead this year with a vibrant mix of online and in person events and activities.

A programme of food tastings and special events will be held over the festival weekend in a blended live and online event. Time limited local offers, a fabulous raffle and lots of community events will make the festival a true celebration for both local and virtual visitors.

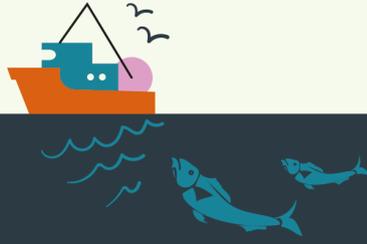
A selection of Fife's best street food vendors will take up pitches throughout the streets of Crail. The small but safe celebration will offer a vibrant mix of food for those in Crail to enjoy over the weekend.

Over 25 food and drink producers will join the virtual market which will be an interactive online space to 'walk through' and 'meet' producers with the ability to buy direct.

Annie Marrs, Event organiser, said,

“Our local producers have risen to the huge challenges of the past year, finding innovative ways of selling direct to their customers and the festival will be a fantastic occasion to celebrate and enjoy their incredible produce both at home and for locals, in the beautiful setting of the harbour, coastal walk and streets of Crail. Crail Food Festival always has, and always will work to raise the profile of local producers connecting them to new audiences who fall in love with the vibrant food and drink offer in this area, across Fife and indeed beyond.”

While these are challenging times for events across Scotland, the Crail Festival committee has been keeping a positive mindset and preparations are well underway as to exactly how the festival will be delivered.



Organiser Annie Marrs, continued,

“Safety is the primary concern of any event organiser and we will adhere to Scottish Government guidance on events and are working closely with Fife Council on preparing our plans, so that everyone can have a safe, enjoyable time however they decide to participate in the festival.”

Through creative thinking and innovation, the organisers are designing a festival where visitors and producers can come together in a safe and fun way.

The Main Event will take place from 4th-6th June and includes virtual tastings from the teams at Cairn O Mohr Winery, and Kingsbarns Distillery. Special collaborations on ‘At Home’ restaurant boxes from vegan chefs at Marwick’s and Crail Food Festival favorites, The Newport will bring a taste of Fife to our homes. Fife food ambassador Christopher Trotter will be holding a book launch for his new recipe book ‘Fish’, and chairing a zoom discussion on the future of our fishing industry with local experts.

All this will be supported by a virtual artisan market, which will take place from 28th May until 13th June. Here visitors will be able to buy direct online from their favourite producers including St Andrews Farmhouse Cheese, Bad Gal Boocha, Supernature Oils and many more.

The organisers have introduced a new Festival Friends package, priced at £28 with early bird offers, discounts, special events, priority booking and an exclusive organic cotton, ‘Friends’ tote bag by Kate George.

To get all the updates on events and offers, visit www.crailfoodfestival.co.uk

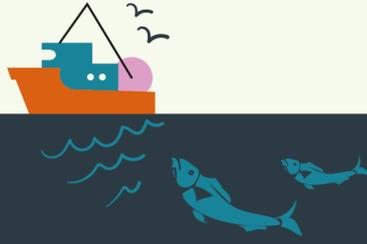
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For Further information, contact Annie Marrs at hello@crailfoodfestival.co.uk or 07912042630



Notes to Editors:

Attached are photos of the new look festival and photos of previous events.

The new branding and merchandise for Crail Food Festival has been designed by Edinburgh based illustrator, Kate George at Kate George Design. The circle represents the moon's cycle, the vessel fishing boat, bowl or cup which holds the produce from Crail and the wheat the cycle of the seasons.

In 2011, a small group of local enthusiasts decided to launch a festival to provide a varied programme of events, supporting local producers and establishing Crail Food Festival as a major event, attracting locals and visitors from around the UK.

Background notes:

It might be one of the most beautiful small towns in the UK, but Crail is not just a pretty face, it's a town steeped in history. Once the biggest fish market in Europe and the most productive seaport in the area, Crail has embraced change throughout the centuries, finding new ways to be relevant: adapting, recovering and reinventing.

Food production is what Crail is founded on with generation upon generation going to sea, tending the land and brewing the ale. For thousands of years the tradition of food festivals in Crail were a celebration of the harvest within our community and a way to acknowledge the produce grown during the season.

Today Crail Food Festival offers the opportunity to show off the exceptional high standard of produce that the East Neuk and surrounding areas have to offer and to celebrate how we have managed to navigate this last year.

With boats tucked safely into the harbour and fishermen's houses huddled in the narrow streets, Crail has survived many storms and has continued to stand the test of time.

Notes:

CFF started in 2011 and has run every year until a break in 2020 due to Covid.