

FOR IMMEDIATE RELEASE

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CHOWBELLA CULINARY CONCIERGE DEBUTS IN TORONTO
New service specializes in showcasing Toronto's culinary scene to the world

TORONTO, ON - Toronto's sizzling culinary scene got a little spicier today with the launch of ChowBella Culinary Concierge (ChowBella) the city's first concierge service dedicated solely to culinary tourism and all things food-related. Catering to visitors and locals alike, ChowBella creates one-of-a-kind gastronomic adventures for those wishing to enjoy Toronto's (and Ontario's) culinary offerings in a personal and unique way.

From restaurant recommendations to custom multi-day travel itineraries for food/wine-focused holidays or corporate retreats, ChowBella offers a wide variety of services guaranteed to satisfy and impress even the most discerning gastronomes and corporate clientele. Services include:

- Personal restaurant recommendations and reservations
- Bespoke culinary travel planning (food/wine-focused one-, two- and multi-day travel itineraries)
- Corporate culinary experiences (from corporate entertaining to retreats and employee incentive trips)
- Gourmet grocery shopping
- Organized events, including trips to wine country, special cooking classes, etc.

"Culinary tourism is gaining in popularity worldwide and Canada is certainly no exception," says Trina Hendry, president of ChowBella Culinary Concierge. "Sophisticated travelers wish to experience the essence of the place they are visiting and there's no better way to do that than through food. Toronto, with its cosmopolitan flare and endless array of authentic culinary offerings – from food festivals, artisan bakeries and fine restaurants to world-class wine regions and organic farms just a short drive away - is the ultimate culinary destination. With ChowBella's culinary tourism offerings, I hope to show the world what a vibrant city Toronto is – not just to visit, but to live and conduct business in."

ChowBella was created with the understanding that planning a trip can be time-consuming and even daunting at times. Corporate and leisure travelers will both benefit from the company's services because it takes the guess work out of travel planning and allows travelers to make the most of their time.

"Finding the right venue to entertain clients is a challenging and daunting task when you are not familiar with the city," says Simon Wilder of Oktopus Consulting, a UK-based firm that works with telecommunications companies around the world, including Toronto. "I am so pleased to finally have a reliable service to recommend restaurants that meet my business needs. I plan to extend my next visit to Toronto so I can take advantage of more of the culinary adventures that ChowBella offers."

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ChowBella Culinary Concierge (www.chowbellaconcierge.com) was established in 2008 by Trina Hendry. It was through her experience planning gourmet tours at a Canadian luxury hotel chain that she discovered her knack and passion for planning personalized culinary experiences.

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