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the
Gastro
Card

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Eat Local

AN exciting new campaign encouraging people to eat locally has been launched to promote dining out venues in Herefordshire and Worcestershire.

The campaign – ‘EAT LOCAL’ – is being spearheaded by the Herefordshire and Worcestershire Chamber of Commerce and The Gastro Card (the Midlands very own dining card) – it aims to highlight the great dining out opportunities in restaurants and hotels across the two counties.

Restaurant participation is FREE – all that is asked in return is that the restaurant makes an offer to Gastro Card members that are not available to the general public. The Gastro Card is web-based – so offers can be instantly changed to reflect changing circumstances.

In addition to a comprehensive entry on www.thegastrocard.co.uk participating restaurants will also be included in a restaurant directory within with the Chamber’s own bi-monthly magazine ‘Business Direction’ and listed on www.visittheheart.co.uk the website for The Heart of England.

Herefordshire and Worcestershire are famed for producing some of the finest food and drink in the world and this is reflected in the quality of many of the restaurants in the region.

Trevor Land, one of the men behind The Gastro Card explained:

“There are some wonderful places to eat out in Herefordshire and Worcestershire and with The Gastro Card you can enjoy fantastic food and save money. It is a way of promoting people to Eat Local and save some cash in these financially testing times.”

Chamber Head of Commercial Operations Nicky Griffiths welcomed the campaign and said: “Encouraging local businesses and residents to ‘Eat Local’ is clearly good for local food producers, local restaurants get more business and at the same time those who eat out using their Gastro Card save money - it’s a win-win situation.”

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