

MEDIA RELEASE



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Fine Dining and Refreshing Treats at BBC Summer Good Food Festival

Make your way to the city of Birmingham this summer and enjoy the many festivities held in conjunction with the BBC Summer Good Food Festival.

HolidayCity.com - Leave the winter blues and celebrate summer with an amazing presentation of culinary shows and demonstrations at the BBC Summer Good Food Festival in Birmingham from 16th to 20th June 2010. There is no better way to welcome summer with a fantastic food show that brings celebrity chefs, live cooking demonstrations by experts in the industry, the freshest produce from the region at the Producer's Village and many other events that the whole family can enjoy. Birmingham hotels could certainly expect a brisk business with thousands flocking from near and far.

The BBC Summer Good Food Festival brings together players from all aspect of the food industry from chefs to growers, wine producers to experts in the field of gardening, amongst others. Visitors can head on to the Summer Kitchen for demonstrations by experts such as James Martin and Olly Smith. They can also look forward to purchasing fresh produce at the Producer's Market as well as sample a good selection of wines at the Drinks section. Those who are interested in the latest cooking techniques should not miss the MasterChef Experience where top chefs would offer tips and advice at the live cook-offs. Another highlight of the festival is the BBC Gardener's World Live where visitors can pick up tips from top gardeners such as Toby Buckland and Jekka McVikkar, an expert in growing herbs.

Lee Lai Huat, CEO of HolidayCity.com, remarked, "Begin your summer in Birmingham where you can get some wonderful new ideas on fine dining, fresh produce and gardening at the BBC Summer Good Food Festival. Bring the whole family to watch the entertaining and exciting live cooking demonstrations by celebrity chefs." He went on further to say that, "Summer is also synonymous with barbeques and at the festival, you'll get the chance to learn how to make the best of the fresh produce for your own party. Grab exciting discounts on room rates for Birmingham accommodation at HolidayCity.com."

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