STRATFORD'S SAVOUR & SIP TRAIL RETURNS FOR A FOURTH SEASON OF FLAVOUR-FILLED DISCOVERY

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(Stratford, ON) Stratford's culinary scene takes centre stage once again with the return of Destination Stratford's Savour & Sip Trail for its fourth season. Since its introduction in 2023, the trail has grown into a signature seasonal experience, offering a curated way to explore the city through food and drink. Coinciding with the arrival of Al Fresco dining, the experience encourages visitors and locals to stroll Stratford's walkable downtown, discover its historic character, and enjoy a collection of culinary stops designed for open-air indulgence throughout the warmer months.

The 2026 Savour & Sip Trail showcases more than 35 local businesses across Stratford, St. Marys, and Shakespeare, each offering thoughtfully selected savoury and sweet creations for participants to discover along the way. This year's trail welcomes nine new businesses from Stratford and St. Marys, alongside many returning favourites. Running from May 1 through until October 31, the trail aligns well with Stratford's vibrant cultural season, making it an ideal complement for theatre-goers, and visitors enjoying signature events and experiences.

The Savour & Sip Trail features a diverse mix of locally inspired flavours that highlight both sweet and savoury offerings from across the region. Participants can indulge in classic sweet treats such as gelato, ice cream,

fruit pies, and house-made jelly and preserves, alongside comforting savoury favourites including potato salad, sausage rolls, soft pretzels, and freshly prepared sandwiches, local meats and cheeses. The experience is further complemented by a range of beverages, from expertly crafted lattes and playful “dirty sodas” to locally brewed craft beer, offering something for every palate as visitors explore Stratford, St. Marys, and Perth County.

"*The Savour & Sip Trail continues to be a meaningful driver of support and visibility for local businesses across Stratford, St. Marys, and Perth County*," said April Murray, Senior Manager, Marketing at Destination Stratford. “*Beyond offering a fun and flexible experience for visitors and residents, the trail helps introduce new audiences to both established favourites and new participating stops. By highlighting take-out and picnic-friendly options, it also helps ease pressure on busy restaurants during peak periods while extending the reach of our local culinary scene into parks, patios, and open-air spaces. It’s a simple but impactful way to celebrate local flavour while supporting our operators in a very tangible way*."

"*Being part of The Savour & Sip Trail has been such a positive experience for us at The Boathouse. It’s given us the opportunity to connect with new visitors and collaborate with fellow local businesses in a fun and meaningful way,*" says The Boathouse Team. "*Our olive oil sundae, featuring olive oil from Olive Your Favourites and honey from Daisy Bee Honey has been a perfect example of that collaboration. It’s a unique offering that encourages guests to try something new while supporting local. What stood out most was the connection. Guests didn’t just stop in, they stayed & shared their favourite finds from across Stratford. It’s been an incredible opportunity for both businesses and visitors and we’re so proud to be part of it.*"

"*The Savour & Sip (and Bacon & Ale) Trail experience provides my retail business with a unique opportunity to engage Stratford visitors as they explore and discover local beverages and culinary creativity,*" says Kevin September, Our Stōr(y).

The Savour & Sip Trail is available for purchase until October 31st, 2026. Trail purchasers are encouraged to explore Stratford's Al

Fresco features including expanded outdoor dining experiences at various spots in the city. With spaces that fit over 200 people, you can dine outdoors with delicious take-out, trail items and accompanying drinks from participating Stratford restaurants.

With each trail purchase, you get to choose which five stops, out of the 35+ participating businesses, to redeem your vouchers for a different savour and sip delight on your self-guided tour. The cost for five vouchers is $39.55 (including HST). Savour & Sip Trails are available for purchase at Destination Stratford, 47 Downie Street, or available at: Bradshaws, 129 Ontario Street and The Boathouse, 30 York Street, Lower Level. Vouchers do not expire and can be used over multiple days until the trail end date of October 31, 2026.

For more details including local participants and offers visit us online: visitstratford.ca/savourtrail

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For more information, please contact:

April Murray
Senior Manager, Marketing
amurray@visitstratford.ca