

Food and drink tour operator expands to Scotland

The creators of food and drink experiences, Taste & Tour, have expanded into Scotland, with tours in Edinburgh as well as corporate experiences in the central belt.

Established in 2016 by Belfast entrepreneurs Phil Ervine and Caroline Wilson, Taste & Tour specialises in award-winning, authentic, local food and drink tours.

The Edinburgh Old Town Food Tour takes you on a three-hour food and drink-filled guided walk to meet some of the best producers, bars and restaurants the city has to offer. Taste & Tour Edinburgh is headed up by Edinburgh local, Cameron Ritchie.

Taste & Tour Edinburgh is initially working with over 20 hospitality venues and retailers, with a projected spend of £120,000 per year in venues across Edinburgh. The expansion into Edinburgh will create three new jobs which it is hoped will grow to six by 2025.

Phil Ervine, Taste & Tour Co-Founder said: “Following huge successes with Taste & Tour in Belfast, it made perfect sense to expand our unique offering to Scotland.

“We’ve spent the past few months meeting some amazing food producers, chefs, restaurateurs and bar owners in Edinburgh, and their passion for food and drink is inspiring. We are extremely proud to launch in Scotland and look forward to

welcoming visitors and locals alike to embark on the tour.”

Caroline Wilson, Taste & Tour Co-Founder said: “We’re excited to be working with Cameron on Taste & Tour Edinburgh, who has been a cornerstone in helping with our expansion operation.

“The people of Edinburgh have been incredibly encouraging and welcoming, and we can’t wait to build our relationships further with the amazing producers and people of the city.”

Cameron Ritchie, Taste & Tour Edinburgh Director, said: “We want to show visitors, locals and corporate guests a great time, wonderful food and drink and give them an experience they won’t forget in my hometown .”

Taste & Tour Edinburgh has launched with the Edinburgh Old Town Food Tour, starting from £70 per person, with the Edinburgh Gin Jaunt launching at the end of March and the Crafty Beer and Tasty Bites tour launching in the coming months. It also offers a range of bespoke food and drink experiences for private groups and the corporate market.

<https://tasteandtour.co.uk/book-tour/edinburgh-old-town-food-tour>





