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Festival of food is back for year two

BY PAUL ROBINSON

FANS of good grub have a mouthwatering treat in store this summer – the return of the Leeds Loves Food festival.

Taking place for the second year in a row, the celebration of the city's culinary scene will run from July 1 to 4.

It will boast a packed programme of cookery demonstrations, food sampling sessions and appearances by celebrity chefs.

The event has been organised by Marketing Leeds and Leeds City Council in partnership with the Leeds Restaurant Association.

And they are confident the latest helping of food festival fun will give the profile of Yorkshire's unofficial capital a money-spinning boost.

Deborah Green, chief executive of Marketing Leeds, said: "Last year was a great success, resulting in an eight-fold return on investment and press coverage in Spain and Italy as well as a world first – a restaurant review competition on [social networking website] Twitter.

"The festival is an opportunity to showcase our fabulous restaurants and culinary expertise to a national and international audience."

Full details of this year's programme are being kept under wraps at present.

Last summer's itinerary, however, included a food fete in the Victoria Quarter shopping arcades, a cocktail-making masterclass at the Reform bar and a cookery demo by Yorkshire-born TV chef James Martin.

Leeds Loves Food was launched after Channel 4-backed culinary festival Taste announced it would not be returning to the city in 2009.

The previous year, Leeds became the first place in the north of England to host a Taste event.

For more details on this summer's bash, visit the www.leedslovesfood.com website.

● Formed in 2005, Marketing Leeds works to develop the image of the city as a top destination for business, leisure and education.

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