



CASE STUDY: Flavours of Ireland

Country of Origin: Canada
Client: Maritime Travel, Halifax
Number of Attendees: 19
Special Interest: Food

Maritime Travel, Halifax have a special interest group client in Pete Lockett. Pete is a true entrepreneur, retailer, producer, consultant, key note speaker and wine producer. His books, articles and TV shows attract millions of fans in Eastern Canada. “Pete Lockett’s Flavors of...” tours are very special interest food related itineraries to Spain and France.

We persuaded Maritime Travel to encourage Pete to promote a “Flavors of Ireland” tour for 2015.

The challenge was to showcase Irish food, artisan suppliers and sometimes unique ingredients, while enjoying all that Ireland offers tourists.

The result was self-shopping at the Milk Market in Limerick and cooking the purchases with a takeover of the kitchen at Trump Doonbeg, a walking experience (in awful weather!) with a food forager in West Clare and returning to her pop up restaurant to prepare lunch of seaweeds from the shore line and wild garlic and edible flowers from the hedgerow ...

Pete’s group certainly enjoyed a very unique and hands-on Ireland Experience and we look forward to developing the theme with Pete and Maritime Travel in the future.