

# HITCHIN **FOOD & DRINK** WEEK 2011



3rd - 9th September 2011



## Keith Hoskins

### Town Centre Manager

We are pleased to launch our very first celebration of local food and drink. The Hitchin Food and Drink Week will showcase local suppliers, local talent, local restaurants and our food outlets.

I am delighted that celebrity chef Andrew Turner, a local man himself, has agreed to be our Patron and will be demonstrating his skills on the Market Place. I want to thank Hitchin Property Trust for letting us use their property in Hermitage Road to set up our 'Creative Kitchen' and also I want to thank all the people who have helped to put this packed programme of activity together.

If you are a resident or visitor to Hitchin I hope you enjoy the activities and feel motivated to support our food and drink businesses and join our efforts to KEEP IT LOCAL!



## Andrew Turner

### The chef who bought the 'grazing concept menu' to London...

Hitchin Food and Drink Week is delighted that celebrity chef Andrew Turner has donated his time to launch the event.

Andrew Turner is Executive Head Chef at the iconic restaurant 'Wilton's' in St James, London SW1 and is currently receiving rave reviews there.

After training in France, Andrew returned to England to work with Albert Roux and Anton Edelmann. Andrew created 'the grazing concept' and his now famous grazing menus have injected new life into the restaurant scene allowing diners to sample up to ten smaller dishes at one sitting.

A prolific charity fund-raiser in 2000 Andrew instigated a dinner prepared by many top chefs which is now an annual event and raises considerable funds for the Leukaemia unit at Hammersmith Hospital.

Andrew has won many awards and his television appearances have included Saturday Kitchen, Ainsley's Gourmet Express, Yes Chef and BBC Food Poker.

## The Fun Food Factory

Saturday is a day of fun and activity especially for children of all ages.

### **9.30am – 4.00pm** **Children's Exhibition**

Visit the exhibition stands in the Market Place where children can participate in many activities including biscuit decorating and potato printing.



### **10.30pm – 12.30pm** **Kids Creative Kitchen**

The Award Winning Creative Kitchen Chef Robert Oberhoffer will cook something splendid for children using the ingredients sold around him. Robert will cast around the market and local shops to source his ingredients and using his store cupboard and a little improvisation he will cook fresh and fabulous dishes which kids will love and many that they can easily create themselves.

### **1.00pm** **Children's Cookery Competition**

Children can volunteer to participate in a fun competition at our demonstration kitchen. There are great prizes to be won but it might get messy!



### **2.00pm** **Five-a-Day Play in the Magic Garden**

Kids characters Iggle Piggle and Upsy Daisy will make an appearance in the Market Place and they will help children to understand the importance of healthy eating.

## Sunday Spectacular

Celebrity Chef Andrew Turner launches The Hitchin Food and Drink Week at our Sunday Spectacular. Join us for a full day of activities, cookery demonstrations and a foodie exhibition.

### 9.30am – 4.00pm Exhibition

A range of Foodie Exhibition Stands and Activities will be in the Market Place for you to browse and enjoy



### 10.30am Andrew Turner

Celebrity Chef Andrew Turner opens the Hitchin Food and Drink Week by cooking a dish so fabulous you will want to replicate it.

### 11.30am, 1.00pm, 2.00pm and 3.00pm Chef Off

If you fancy your skills in the kitchen, then why not take part in our Chef-Off Competition?

Each competitor will be paired with a local chef and will be assigned one of three cooking stations comprising a work surface and a one-ring gas stove.

Each of the three teams needs to cook the same dish in just 20 minutes. They will be given identical ingredients and equipment and the dish they need to cook will be revealed just as the timer starts ticking.

The winner of each round goes forward to participate in the final at 3.00pm  
The heat is on...

### 12.15am James Nicolas

James Nicolas, Head Chef at the Radcliffe Arms, demonstrates his signature dish from the Creative Kitchen.

### 1.30pm Damian Caldwell

Halsey's proprietor Damian Caldwell uses local ingredients to cook a few tasty treats for tea.

## Radcliffe Arms

No matter what the occasion, the Radcliffe Arms offers you the perfect experience. Open every day for lunch, breakfast and dinner, the restaurant guarantees to deliver fantastic, fresh food every day.

### We have the facilities to offer:

- Breakfast, Lunch & Dinner every day
- Private Dining - up to 35 seated for parties & anniversaries
- Private Functions - up to 200 for a Wake, Christening, Wedding
- Free Car Parking
- Conference Facilities with free wi-fi & plasma screen

Our bar is open all day for a relaxing coffee or a glass of wine with some friends

**31 Walsworth Road,  
Hitchin, Herts. SG4 9ST**

**Call: 01462 456 111  
www.radcliffearms.com**



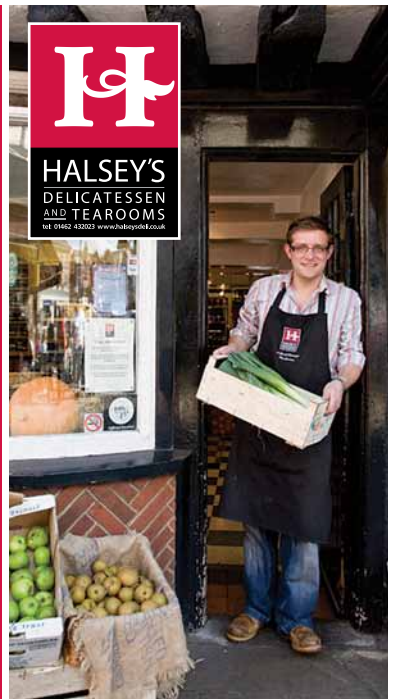
## Halsey's Delicatessen and Tearooms

No visit to Hitchin is complete without a visit to Damian and Kirsty Caldwell's deli to see their devotion to local food.

Vegetables are local with mileage marked on a slate, local growers are encouraged to bring in their surplus produce; eggs are from Millbrook, Beds; sausages are made by a Hitchin butcher; pies are from Great Dunmow; ham is baked on the premises; speciality cakes and cup cakes from local bakers and goats cheese from the farm just a couple of miles up the road.

The tea rooms serve a variety of homemade dishes and hot sandwiches to eat in or take away and you can book for a local dining evening on Fridays and Saturdays as there are regular events throughout the year.

**11 Market Place  
Telephone: 01462 432023**



## Hitchin Windfall – Juice our lights

2011 is a good year for apples; if you have a surplus that you don't want to see go to waste then donate them to us and we will turn them into juice for our Christmas Lights.

Simply bring your windfalls of apples and pears (of any variety) to the Market Place on Sunday 4th September and we will put them into our trailer. Chiltern Ridge Farm will then take them away to their juicing plant and turn them into the 'Hitchin Lights Juice'.

We will buy them back bottled with our own label for £1.40 a bottle. This juice will then be sold for £2.50 in local food outlets. The profits raised will be used to juice our Christmas lights.



Monday 5th September

HITCHIN  
**FOOD &  
DRINK**  
WEEK 2011

## Creative Kitchen Programme

On Monday 5<sup>th</sup> September The Hitchin Food and Drink Week moves to Hermitage Road where the empty Replay shop will be transformed into a Creative Kitchen. Local chefs and food producers will be demonstrating recipes, and presenting their products and production techniques for your interest and enjoyment.

The programme for each day's events is themed, and unless stated otherwise, you are invited to drop in free of charge to watch the demonstrations, taste and buy local produce from exhibiting stallholders.

We look forward to seeing you.

The Rotary Club of Hitchin Tilehouse Presents the 2011

# Hitchin Wine & Food Festival

Saturday 19th & Sunday 20th November 2011

Hitchin Town Hall - Brand Street Hitchin, SG5 1HX

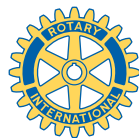


20+ stalls selling Fine Wines,  
Crafts and Epicurean Delights

Enjoy freshly brewed Tea & Coffee,  
Homemade Cakes & Biscuits, Rotary Real Ale

[www.hitchinwineandfoodfestival.co.uk](http://www.hitchinwineandfoodfestival.co.uk)

HITCHIN  
WINE  
FOOD  
FESTIVAL



## “Let them Eat Cake (and bread)”

**11.30am – 1.00pm**

### Artisan Bread Making

Artisan bread is crafted in small batches, rather than mass produced. Special attention is paid to ingredients, process, and a return to the fundamentals of the age-old bread making. In this drop-in session you will have the opportunity to taste a range of artisan bread and watch Andy Smith from Quotidian Bakery demonstrate how it is made.

**1.30pm – 3.00pm**

### Cup Cakes

Kerri Hodgson a Cake Artisan will demonstrate how to make and decorate really lovely cup cakes. She will also make a celebration tower of cup cakes for a wedding or other celebration.

## Quotidian Bakery



Quotidian Bakery sells a range of traditional bread and cakes with a continental theme which have been baked on the premises daily.

As well as sandwiches, croissants and pastries Quotidian offers tarts, cakes, canapés and will accept orders for special events.

**Please telephone: 01462 422 697**

13-14 Sun Street, Hitchin, Hertfordshire, SG5 1AH

## Crumbly Wumbly

Award winning cupcake business Crumbly Wumbly has been based in the heart of Hitchin since 2009. Owner Kerri Hodgson bakes her cakes with love using only the best of British, local and seasonal ingredients to create the yummiest cupcakes around!

Crumbly Wumbly cupcakes are sold through Halseys of Hitchin and at the Hitchin Riverside Crafts & Farmers Market on the last Saturday of every month. Private orders are always welcome and cupcakes can also be gift boxed with your message and personally delivered in the Hertfordshire area.

For cupcakes in any colour, flavour or theme visit

[www.crumblywumbly.co.uk](http://www.crumblywumbly.co.uk)  
or call Kerri on 07925 438440



## Chocolate Day

### **11.30am – 1.30pm** **I should Cocoa**

Spend a couple of hours in the company of Dawn Fry from local Chocolate Company 'The Melting Pot'. Dawn discusses the history of chocolate and, using real cocoa beans and nibs, she explains how it goes from 'Bean' to 'Bar'.

A fun and interactive chocolate tasting session follows as Dawn demonstrates some chocolate making techniques and invites your questions. She will also have a range of books and equipment for you to view.

## The Melting Pot

Chocolatier Dawn Fry put her love of people and chocolate together to create The Melting Pot; a company specialising in chocolate-making workshops for children, adults and corporate team-building events.

The Melting Pot was launched in 2009 from Dawn's refurbished Hitchin summerhouse after she had completed her training to become a chocolatier.

Dawn particularly enjoys bringing groups of people together over the chocolate tank, the heady aroma of chocolate and the therapeutic effect of dipping fillings into the tank seem to make everyone want to share their secrets!

To ensure that she knows what is happening in the chocolate world Dawn has to constantly research her product and update her knowledge through tastings and trade events.

The Melting Pot welcomes groups of up to eight children or adults – or more at alternative venues.

For more information please visit

**[www.makechocolates.co.uk](http://www.makechocolates.co.uk)**



# The Cake Hole



The Cake Hole is a family run business celebrating '10 years' specialising in the design and creation of stunning wedding, celebration and cupcakes and what's more, with a charming shop in the Churchyard, Hitchin, we boast the widest selection of handmade Belgian chocolates in the area, with over 50 delicious flavours to choose from!

Colin, our master Chocolatier, has more than 20 years experience delighting customers nationwide with his mouth-watering recipes, delicious flavours and only the finest ingredients. Classic or contemporary, our wedding, celebration and cupcakes are produced with a personal touch guaranteed to make a stunning centrepiece for your special day, whatever the occasion!

## Celebration Cakes & Belgian Chocolates

24 Churchyard, Hitchin, Herts SG5 1HP  
Tel: 01462 420553 Email: [shop@cake-hole.co.uk](mailto:shop@cake-hole.co.uk)  
[www.cake-hole.co.uk](http://www.cake-hole.co.uk)

To experience the finest Belgian chocolates whilst browsing our wedding favours and original confectionery gift ideas, visit us at The Cake Hole Ltd, 24 Churchyard, Hitchin, Herts SG5 1HP

# Add a bit of bite to your marketing material



Brochures • Advertising • Corporate Identities • Display Graphics  
Direct Mail • Web Design • Product Photography • Full Print Management



Contact us to find out how we can add a bit of flavour  
Tel: 01462 440649  
Email: [info@drdesignassoc.co.uk](mailto:info@drdesignassoc.co.uk)  
[www.drdesignassoc.co.uk](http://www.drdesignassoc.co.uk)

## Cheese and Wine Day



### **11.30am – 1.00pm** **Cheese Cookery**

A chef from Wobbly Bottom Farm in Hitchin will make a delicious dish using cheese from his goat herd and another vegetarian dish using a local cow's cheese.

### **6.30pm – 8.30pm** **Wine Tasting Master Class**

Join us for an evening of wine and cheese tasting. You will enjoy discovering a variety of wines, including local wine, during the Hitchin Food and Drink Wine Tasting Master Class.

Learn how to fully appreciate wine and how to pair it with local cheese.

Booking for this event is required and ticket prices are £15.00 a head to cover the cost of the cheese!

Tickets are available from Hitchin Initiative

**Email: [info@htci.org.uk](mailto:info@htci.org.uk)**

**Telephone: 01462 453335**

## **Wobbly Bottom Farm**

Alan and Angela run a small farm situated a mile outside of Hitchin with a mixed dairy goat herd all selected for their fine quality milk.

The goat feed is mixed on the farm and at present about 65% of what the goats eat is produced at Wobbly Bottom. This ensures that we know the quality of the feed, and hence the milk and cheese, is at its highest.

Wobbly Bottom Farm now makes a range of wonderful tasty soft goat's cheese, a great Camembert styled cheese called Pure Pirton as well as a hard cheese made in a Cheddar style.



**THE CHEESE TASTES SO GOOD  
BECAUSE THE GOATS EAT SO WELL.**

**[www.wobblybottomfarm.co.uk](http://www.wobblybottomfarm.co.uk)**

## Mini Munchers

Mini Munchers Cooking Classes enable children to cook HEALTHY and FRESH food from scratch – they then get to eat it! As well as cooking yummy pizza's, cakes and scones, Mini Munchers encourages children to taste new foods from a sampling table of dips, fruit salad and sandwiches

Sarah O'Reilly runs Mini Munchers as an after school club at Tilehouse Street Baptist Church Halls. From September she will also be running classes at Oughton's Childrens Centre on Fridays during term-time. Please contact the Children's Centre to book.

Sarah has worked with young children for 20 years and believes that children deserve to eat fresh food.

Contact Sarah on **07818475176**  
**minimunchers2007@aol.com**



## FREE Information Evenings and Private Mini Consultations

From 20th September through to December

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HOSPITAL

*Whatever your problem, be assured our consultants will get to the route of it!*

**Our Top Consultants are available to discuss:** Cosmetic surgery • Heart • Hips, knees, back and joints • Indigestion problems • Ladies problems • Mens health • Menopause • Shoulder and elbow problems • Snoring and sleep disorders • Varicose veins

An opportunity not to be missed! Places are limited so please call now or e-mail us to book your FREE place.

**For more information call:**

[pinehill.enquiries@ramsayhealth.co.uk](mailto:pinehill.enquiries@ramsayhealth.co.uk)

**01462 427 207**

[www.ramsayhealth.co.uk](http://www.ramsayhealth.co.uk)

Benslow Lane, Hitchin, Hertfordshire SG4 9QZ

People caring for people



## Fruit and Honey Day

If you want a full larder for Christmas then September is a good month for bottling, pickling and preserving.



### **11.00am – 2.00pm** **Preserves, Pickles** **and Honey Exhibition**

Local preserve makers and bottlers will be exhibiting their products; you will have the opportunity to sample and purchase a variety of jams, pickles and chutneys.

### **11.00am – 2.00pm** **Apple Core Competition**

Enter our free competition to see if you can create the longest unbroken apple peel from one apple

### **12.00pm – 1.30pm** **Cookery Demonstration**

Vickie Humber from award winning 'Humber Homemade' will show you how to make preserves and pickles using fruit and vegetables grown locally.

## **Humber's Homemade Preserves**

Vickie Humber set up Humber's Homemade Preserves in 2007 after trialling her product at a vintage tractor rally! Vickie now attends 18 farmers' markets every month all over Herts, Beds and Bucks and her preserves are sold through delis, farmers shops and hotels.

The Flitwick company has been nominated for an Eastern region award, has been featured on The One Show in November and most recently two of its jams received Gold Stars in the 2011 Great Taste Awards.

Email us at [vickie@humberhomemade.co.uk](mailto:vickie@humberhomemade.co.uk)  
Phone us on **01525 750246** or **07967 900110**



## The Finale

**6.00pm – 9.00pm**

### Hitchin Soiree

Back in the Creative Kitchen we invite you to join us for an evening of fun as we stage a 'Ready Steady Cook' Competition. Two top local chefs are paired with two local dignitaries and go head-to-head to create the tastiest meal with a bag of surprise local ingredients.

### The Cocktail Generation Game

Gemma, from The Croft Wine Bar, will demonstrate the art of cocktail making. She will then ask for volunteers to

participate in our Generation Game Challenge – so pay attention and you could win some great prizes.

The evening culminates with a foodie pub quiz, the winning team collects a local food voucher.

Booking is required for this event and tickets are £5.00 per head.

Tickets are available from Hitchin Initiative

**Email: [info@htci.org.uk](mailto:info@htci.org.uk)**

**Telephone: 01462 453335**



## the **Croft** WINE BAR & KITCHEN

The Croft is a contemporary wine bar, serving fresh food and a diverse range of drinks, in a unique friendly atmosphere.

An ideal venue for any occasion from a quiet drink after work, a meal out with friends or a champagne reception for that special event.

**107 A/B Bancroft, Hitchin, SG5 1NB**  
**Telephone: 01462 441295**



# Buy Local Competition

**On Saturday 3rd September you are invited to enter our competition which takes place in Hitchin Market.**

Visit the Hitchin Food and Drink Week Stall where you will find a plethora of products grown, produced or manufactured within 30 miles of Hitchin Town Centre. All you have to do is identify the five imposters – products that are not local – and write them on this form. Complete the tiebreaker and pop the form in the entry box on the Competition Stall.

The winner, who will be announced in the Market Place at 3.00pm on Saturday 3rd September, will take home all the products on the stall.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Tiebreaker:** I shop locally because \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_



**Hitchin Market has an abundance of fruit and veg and groceries, fresh bread and eggs, much of it local. There is also food from around the world so you can buy freshly prepared Chinese Take Away or make your own meal from fresh Jamaican and Asian produce. As an added bonus there is a Local Produce and Crafts Market on the last Saturday of each month along the riverside.**

# INDULGE RESTAURANT

Centre for the Arts, William Road, Hitchin, Hertfordshire SG4 0LS

## Indulge yourself...

Indulge is our contemporary restaurant run by our Catering and Hospitality students. You can enjoy excellent food, great wine and fantastic service. Our Head Chef and team of student chefs will prepare a fresh and exciting menu for your enjoyment.

To book your table call **01462 471061**

Are you the next Jamie Oliver? Do you want to manage your own restaurant? Hospitality and catering courses offer the immediate thrill of being able to see your work enjoyed by others, and the chance to gain a unique set of skills. Visit **[www.nhc.ac.uk](http://www.nhc.ac.uk)**



**For further information contact:**

**Sally Williams, Retail Revival Ltd. on 07889 173101**

