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GREAT

BRITAIN



A VISITBRITAIN AND AVANTI DESTINATIONS COLLABORATION



VISITBRITAIN COLLABORATES WITH AVANTI DESTINATIONS

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VisitBritain has partnered with Avanti Destinations to bring you an authentic British experience, offering the best in terms of culture and cuisine. The purpose of this collaboration is to promote Britain in its entirety highlighting the splendor of local gems while preserving the destinations we already know and love. A strong emphasis will be placed on the British vast culinary scene and its connection to the local culture. Join us during these exciting times on a journey that starts at the dining table.





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THE HISTORICAL CITY

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With a hefty selection of outstanding and award-winning restaurants, cafes and bars, dining out in Edinburgh is a culinary adventure worth experiencing. A plethora of diverse places to eat and drink certainly ensures that there will always be something that appeals to all manner of tastes and budgets.

A gorgeous city that remains youthful and vibrant, Edinburgh is the renown cultural capital of the North where the old and new gracefully coexist. With the Atlantic on its doorstep, fresh mountain waters and fertile soil, Scotland's abundant natural ladder is renowned for its unrivaled quality. As a returning visitor, you will definitely want to stray from the usual places, off to new openings and hidden gems. No matter how many times you return, Edinburgh will always astonish so loosen up your belt and get ready to explore.

EXPLORE FUTHER IN EDINBURGH





SOUTHERN INDULGENCE

A visit to the South West country of Cornwall never disappoints—not only is the region blessed with the best of the British weather, but also with some of the finest food and drink. A journey along the coast will cover many picturesque fishing towns and present numerous opportunities to sample the morning's local catch, be it delicious oysters or crab, or traditional fish and chips.





The beauty of Cornwall lies in its diversity. Its ideal location and mild climate makes it a perfect destination with a wide variety of products, managing to please all of its visitors.

Whether you are looking for exquisite delicacies in a Michelin starred restaurant, hearty meals in the Cornish countryside or just a quick bite at the local pub, Cornwall deserves nothing but praise.

EXPLORE FURTHER IN CORNWALL





CAPITAL WONDERS

London has long been a melting pot of people and cultures, and nothing illustrates this better than the city's diverse culinary and bar scenes—from Michelin-starred restaurants to innovative street food.

A plethora of exciting artisan producers work out of London, including gin distillers, craft beer brewers, and chocolatiers. Not only that, but you can find the best produce from across Britain at one of London's many food markets.

As a city that welcomes people from all over the world, London has been enjoying cultural influences like no other, maintaining its status as a culinary powerhouse. In a state of constant evolution, this capital will always



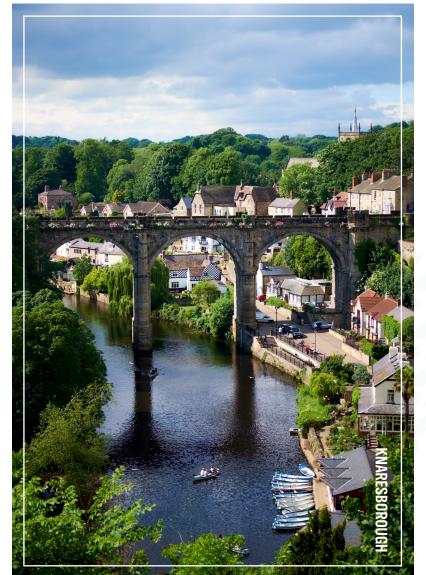
manage to seduce you with something new on the dining table, may it be local, foreign of fusion. All you must do is stay excited and hungry.

EXPLORE FURTHER IN LONDON









NORTHERN FLAVORS

The people of Yorkshire are immensely proud of all aspects of their county, especially their food and drink. Yorkshire has a diverse landscape featuring cosmopolitan cities, pretty market towns, rugged coastline and the famous Moors and Dales, something which is reflected in the range of food and drink experiences

on offer.

Today, some of Britain's best meat, cheese, beer and baked goods producers can be found here and, from local markets to renown restaurants, there is no better place than Yorkshire to sample these local delicacies.

EXPLORE FURTHER IN YORKSHIRE

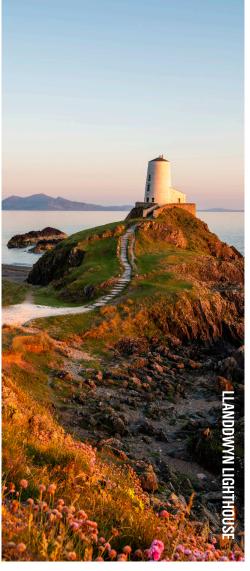




CULTURE AROMAS

A country's character is best described on the dining table and Wales is no different. The beloved Welsh cakes, rarebits or vegan Glamorgan sausages, all contribute to the culinary scene, each with a different story to tell. Tales of prosperity or hard times, you will learn them all while indulging in the local cuisine.

Modern Welsh cooking is about top-quality ingredients; cooked simply, to let natural flavors shine through. Indulge in lamb from mountains and saltmarshes, Welsh Black beef, Carmarthen ham, and abundant seafood. To wash it down, turn to ales from artisan breweries, Welsh wine, whisky, and gin, as well as plenty of fresh spring water.





EXPLORE FURTHER IN WALES

STUNNING CUMBRIA

Cumbria is an area of immense beauty. Stunning lakes, valleys and stone-built villages reminisce the romantic setting of ages past. Adored by both locals and eager travelers, the Lake District attracts visitors all year round with its unique charm that changes with every season.

Aside from the already known beauties within, Cumbria's fame lies in its locally-sourced and carefully-crafted Northwestern food and drink. A place that truly understands the art and craft of cuisine, it has and still delights us with exquisite products such as Grasmere Gingerbread, sticky toffee pudding and, of course, the Cumberland sausage.

The Lake District also boasts the highest concentration of Michelin stars outside of London, cementing the area's reputation as a superb destination for foodies. Country pubs can be found in almost every corner, where many craft beers can be enjoyed along with tales and legends from the friendly locals.







EXPLORE THE LAKE DISTRICT





TASTE OF BRITISH CLASSICS

FEATURING PRIVATE BOROUGH MARKET FOOD TOUR

Visit three of Great Britain's most historic and beautiful cities – London, York and Edinburgh – and walk through some of their oldest neighborhoods, sampling and learning about the highlights of English and Scottish food and drink.

9 DAYS / 8 NIGHTS ALSO INCLUDES

- 3 Nights London, 2 Nights York & 3 Nights Edinburgh
- Historic Pubs of the London Docklands Walking Tour
- Private Borough Market Food Tour
- London Oyster Card Plus London TripBuilder CityGuide
- Pickering's Gin Distillery Tour & Tasting
- Seafood & Scotch in a Day Full Day Tour
- 1st-Class Rail Between Cities with Seat Reservations
- Daily Breakfast

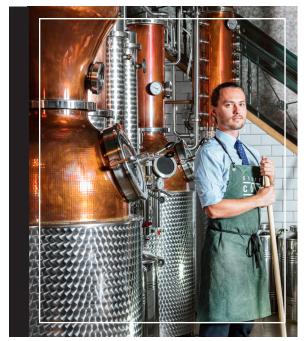
Booking Dates: Any

Travel Dates: Departs Mon. & Tue. from London.









ENGLAND IN A GLASS

FEATURING AFTERNOON TEA LESSON

While there are many beverages associated with England, surely beer, gin and tea rank near the top. This itinerary allows you to sample all three while visiting two historic cities founded by the Romans but still important destinations today.

7 DAYS / 6 NIGHTS ALSO INCLUDES

- 4 Nights London & 2 Nights York
- City of London Gin Distillery Tour & Tasting
- Afternoon Tea Lesson
- London's Meantime Brewery Tour & Tasting
- ◆ London Oyster Card Plus London TripBuilder CityGuide
- Yorkshire Breweries Tour
- 1st-Class Rail Between Cities with Seat Reservation
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Sun.







BITE OF ENGLAND

FEATURING DOCKLANDS HISTORIC PUBS

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Putting aside its former reputation for uninteresting cuisine, warm beer and terrible coffee, Great Britain has become an exciting food and drink destination! In this package you'll explore charming food markets, learn the history of chocolate, and become an expert at pairing tea with cheese.

8 DAYS / 7 NIGHTS ALSO INCLUDES

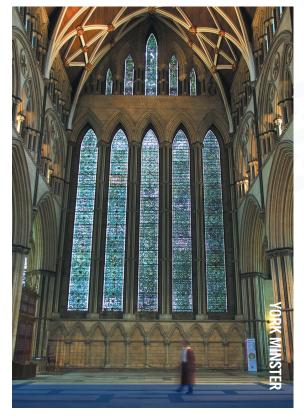
- 4 Nights London & 3 Nights York
- Historic Pubs of the London Docklands Walking Tour
- Borough Market Food Walking Tour
- Mayfair Chocolate Tour
- London Oyster Card Plus London TripBuilder CityGuide
- Harrogate Food Tour
- 1st-Class Rail Between Cities with Seat Reservation
- Daily Breakfast

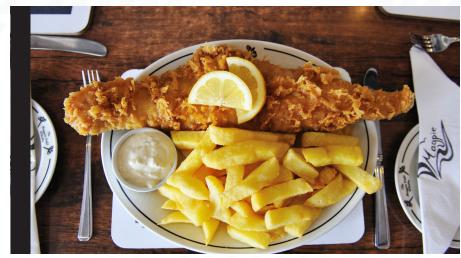
Booking Dates: Any

Travel Dates: Departs Sun., Mon., Wed. & Thu. from London













SIPS & SAMPLES OF SOUTHERN ENGLAND

FEATURING GREENWICH FOOD WALKING TOUR

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From the hidden pubs and cafés of East London to a brewery in Cornwall, become acquainted with some of the regional dishes, beers, and other products of Britain's finest food and drink.

7 DAYS / 6 NIGHTS ALSO INCLUDES

- 3 Nights London & 3 Nights Cornwall Region
- Historic Pubs of the London Docklands Walking Tour
- ◆ London Oyster Card Plus London TripBuilder CityGuide
- Private Transfer London to Cornwall with Tour of Bombay Sapphire Gin Distillery en route
- Catch & Cook Fishing Trip
- St. Austell Brewery Tour & Tasting
- Private Transfer Cornwall to London with -Stonehenge -Tour en route
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Sun., Mon., Wed. & Thu. from London



GREAT FLAVORS OF BRITAIN

FEATURING SAPPHIRE GIN DISTILLERY TOUR AND TASTING

This is the ultimate tour of Britain for foodies. From London to Cornwall, from York to Edinburgh—you'll explore local food markets, discover London's affinity for chocolate, fish for your dinner of the Cornish coast, learn the secrets of pairing tea with cheese, tour and sample at gin and scotch distilleries, and visit three brewpubs. Along the way you'll explore some of Britain's historic sites.

13 DAYS / 12 NIGHTS ALSO INCLUDES

- 3 Nights London, 2 Nights Cornwall Region, 1 Night -Cotswolds Region, 3 Nights York & Nights Edinburgh
- Borough Market Food Walking Tour
- Mayfair Chocolate Tour & Catch & Cook Fishing Trip
- London Oyster Card Plus London TripBuilder CityGuide
- Private Transfer Cornwall to Cotswolds with Tour of -Glastonbury Abbey en route
- Private Transfer Cotswolds to York with Robin Hood -Tour of Nottingham en route
- Cheese & Tea Pairing Workshop & Yorkshire Breweries Tour
- Edinburgh Food Safari Walking Tour
- Seafood & Scotch in a Day Full Day Tour
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Wed., May-Sep.









BITE OF WALES

FEATURING BLAENAVON CHEDDAR. CO. TOUR & TASTING

Enjoy the exquisite Welsh cuisine that stole the spotlight. Seasonal dishes made from locally-sourced produce will remind you that happiness is simple and there's no better place than Wales to enjoy it.

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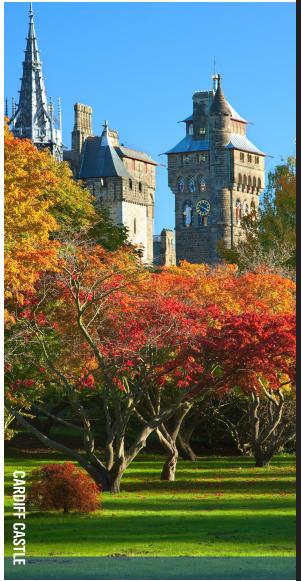
7 DAYS / 6 NIGHTS ALSO INCLUDES

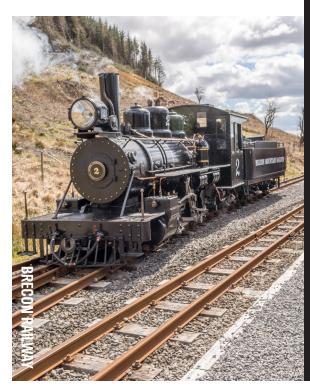
- 3 Nights Cardiff & Brecon
- Cardiff Tasting Tour & Cardiff Castle with Welsh Banquet
- Cardiff Lunch & Landmarks Tour
- Principality Stadium Tour
- Blaenavon Cheddar Co. Tour & Tasting
- White Castle Vineyard & Brecon Cathedral
- Black Mountains Smokery & Brecon Mountain Railway
- Penderyn Distillery Tour & Tasting
- Private Full Day Brecon Beacon Tour with Driver Guide
- 7 Day Compact Manual Car Rental
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Sun-Thur from Cardiff











CULINARY CUMBRIA IN A NUTSHELL

FEATURING THE LAKES DISTILLERY

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Cumbria's renowned scenery and culture are best paired with the local cuisine. Set out to the beloved Lake District and delight your palate with delicious treats, desserts and of course spirits, carefully crafted from locally-sourced produce.

This package offers a complete experience for nature and food enthusiasts alike.

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5 DAYS / 4 NIGHTS ALSO INCLUDES

- 2 Nights Windermere & Grasmere
- Hill Top (Beatrix Potter's House)
- Afternoon Tea at Muncaster Castle and Gardens
- Ravenglass & Eskdale Steam Railway
- Grasmere Gingerbread Shop
- Rydal Mount & Gardens
- Alpacaly Ever After
- The Lakes Distillery
- 5 Day Compact Manual Car Rental
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Wed., May-Sep.





SIPS & SAMPLES **OF WALES**

FEATURING CWM DERI VINEYARD

Experience Wales in a different light on this adventure packed with exciting history and authentic cuisine. A complete journey filled with castles, wildlife and numerous tastings of local treats will teach you everything there is to know about charming Wales.

Venture in the lovely countryside to the Cwm Deri Vineyards and find the wine that best speaks to your soul.



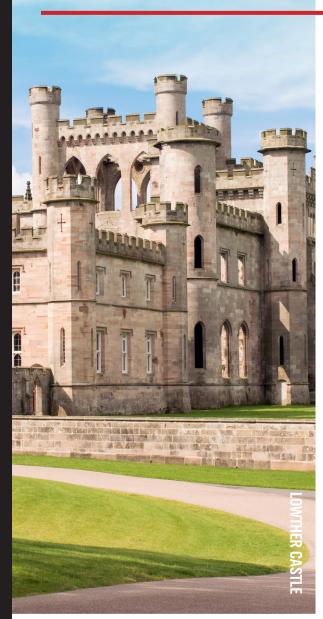
8 DAYS / 7 NIGHTS ALSO INCLUDES

- 2 Nights Cardiff, 3 Nights Saundersfoot & 2 Nights Cardigan
- Cardiff Lunch Landmarks Tour
- Principality Stadium Tour
- Cardiff Castle w/Welsh Banquet
- Blaenavon Cheddar Co. Tour & Tasting
- Full Day Foraging and Food Tour
- Guided Food Tour of Tenby
- Pembroke Castle & St Govan's Chapel
- Cwm Deri Vineyard and Estate
- Bluestone Brewery Tour and Tasting
- Cardigan Castle
- Wildlife Boat Trip
- 8 Day Compact Manual Car Rental
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Daily from Cardiff







LAKE DISTRICT GETAWAY

FEATURING LOWTHER CASTLE AND GARDENS

Join us on an idyllic adventure to beautiful Cumbria, where some of our favorite fables came to life. Travel at your own pace in this area where historic castles, carefully-tended gardens and charming towns decorate the landscape.

3 DAYS / 2 NIGHTS ALSO INCLUDES

- 1 Night Windermere & Grasmere
- Half Day Behind the Scenes Beatrix Potter Visit with Driver-Guide
- Half Day Lake District Farm Experience with Driver-Guide
- Grasmere Gingerbread Shop
- Half Day William Wordsworth Experience with -Driver-Guide
- Ullswater Steamer Cruise
- Lowther Castle and Gardens (with Garden Tour during March-September)
- 3 Day Compact Manual Car Rental
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Daily from Manchester









TASTE OF WELSH CLASSICS

FEATURING A LOBSTER SAFARI TRIP

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Indulge in the delicate flavors of Wales on this exciting package where refined meals and drinks steal the spotlight. Spoil yourself with the finest wines and cocktails on this delightfully Welsh experience.

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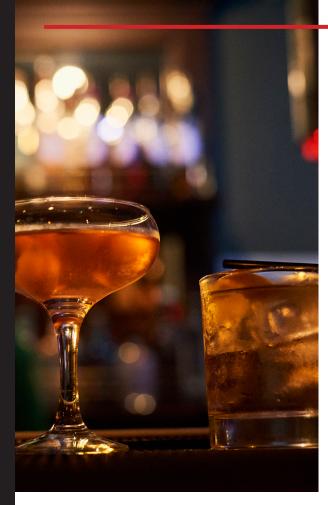
6 DAYS / 5 NIGHTS ALSO INCLUDES

- 2 Nights Caernarfon & 3 Nights Llandudno
- Pant Du Vineyard and Café Tour & Tasting
- Caernarfon Castle & Lobster Safari Trip
- Halen Mon Anglesey Sea Salt Tour
- Conwy Brewery Tasting and Tour
- Afternoon Tea at Bodnant Welsh Food Center
- Private Full Day Snowdonia Tour with Driver Guide
- Gwinllan Conwy Vineyard Tasting
- Forager's Gin Cocktail Masterclass
- 6 Day Compact Manual
- Daily Breakfast

Booking Dates: Any

Travel Dates: Departs Daily from Manchester





TASTE OF LONDON

FEATURING LONDON GIN DISTILLERY TOUR & TASTING

4 DAYS / 3 NIGHTS ALSO INCLUDES

- 3 Nights London
- City of London Gin Distillery Tour & Tasting Greenwich Food Walking Tour
- London Oyster Card
 London TripBuilder CityGuide
- Daily Breakfast

Booking Dates: Any | Travel Dates: Departs Daily







TASTE OF EDINBURGH

FEATURING FOOD SAFARI WALKING TOUR

4 DAYS / 3 NIGHTS ALSO INCLUDES

- ◆ 3 Nights Edinburgh
- Edinburgh Food Safari Walking Tour
- Pickering's Gin Distillery Tour & Tasting
- Daily Breakfast

Booking Dates: Any | Travel Dates: Departs Wed.-Fri.



TASTE OF CORNWALL & DEVON

FEATURING CATCH & COOK FISHING TRIP

4 DAYS / 3 NIGHTS ALSO INCLUDES

- 3 Nights Cornwall or Devon Region
- Catch & Cook Fishing Trip
- St. Austell Brewery Tour & Tasting
- 4-Day Compact Automatic Car Rental
- Daily Breakfast

Booking Dates: Any | Travel Dates: Departs Daily, May-Sep.





TASTE OF YORKSHIRE

FEATURING YORKSHIRE BREWERIES TOUR

4 DAYS / 3 NIGHTS ALSO INCLUDES

- 3 Nights York
- Cheese & Tea Pairing Workshop
- Yorkshire Breweries Tour
- Daily Breakfast

Booking Dates: Any | Travel Dates: Departs Mon.-Thu.







LONDON HIGHLIGHTS

- Full English Breakfast
- Toad in the Hole
- Afternoon Tea
- Curries
- Sticky Toffee Pudding

DON'T MISS...

The Full English. The Full Monty. A Fry-up. Call it what you want, but there are few nations in this world that do breakfast better than the english. Digging into a piping hot fry-up is an experience that can set you right no matter what situation you are in.

A DEFINITE MUST...

Sticky toffee pudding is a British favorite consisting of a very moist sponge cake, made with finely chopped dates, covered in a toffee sauce often served with vanilla custard or vanilla ice-cream.





CORNWALL HIGHLIGHTS

- Fresh crab sandwiches by the beach
- Sampling local ales from myriad microbreweries
- Cream teas
- Pasties

DON'T MISS...

Cheddar Cheese

The town of Cheddar is the true home of its namesake cheese.

Cider

South West England has over 400 varieties of apples to produce cider (or scrumpy as it is also known locally).

Smoked and fresh fish

Local classics include salmon, eel, trout and mackerel or fresh caught local oysters, lobsters and crab.

Cream Teas

A classic in both Devon and Cornwall, but beware of putting your cream before your jam in Cornwall as it is done the opposite way round to Devon!

Cornish Pasties

Pasties, filled with traditional meat, potatoes and vegetables, or in more contemporary ways. The choice is yours!





YORKSHIRE HIGHLIGHTS

- Yorkshire Pudding
- Pikelets
- Wensleydale Cheese

DON'T MISS...

Today, some of Britain's best meat, cheese, beer and baked goods producers can be found in Yorkshire. There is no better place to sample them than in one of the many outstanding pubs, restaurants and tea rooms, or direct from the producer at a farmer's market or farm shop. Locals will also tell you that Whitby is the fish and chip capital of the world!

DID YOU KNOW...

Yorkshire Pudding is recognized across the world as a traditional British dish, but the history of the Yorkshire pudding is shrouded in mystery. There are no cave drawings, hieroglyphics, and so far, no one has unearthed a Roman Yorkshire pudding dish buried beneath the streets of York.





EDINBURGH HIGHLIGHTS

The Scottish Seafood Trail offers an unforgettable journey between 11 seafood restaurants each with a glorious coastal setting on the West Coast of Scotland.

The Malt Whisky Trail through Scotland's spectacular Speyside region and sample 'the water of life' from seven different distilleries.

DON'T MISS...

Scottish Seafood Trail: From the freshest of crab rolls served with a squeeze of lemon and some homemade mayonnaise, to Michelin rated menus that feature a wide range of painstakingly prepared dishes.

A DEFINITE MUST...

Malt Whisky trail: The trail runs along the Moray Speyside region. It is home to historic and famous distilleries, coopers, bottlers, and retailers.

The trail includes many of the world's most famous brands of single malt Scotch whisky.





WELSH HIGHLIGHTS

- Welsh Lamb
- Gorwydd Caerphilly Cheese
- Leeks
- Welsh Rarebit

DON'T MISS...

Welsh lamb is known around the world for its delicious flavor. Here are some of our favorites: Traditional Roast Lamb, Slow Braised Lamb Shoulder, Cawl, Spices Rack of Lamb & Pot Roasted Leg of Mutton.

DID YOU KNOW...

Welsh Rarebit is a specialty recipe for cheese on toast, and it is easy to make, delicious, and incredibly comforting. It's a family favorite, and a popular British breakfast recipe.

The first recorded reference to the dish comes from 1725, where it was called 'Welsh Rabbit'. This, historians believe, caught on as a joke, but their interpretations differ. In the late 17th and early 18th centuries, the English would often give laughably fancy names to any food or product common to a region or profession.

And of course, this dish does not actually include rabbit.





CUMBRIA HIGHLIGHTS

- Easter Ledge Pudding
- Herdwick Hogget
- Cumberland Sausage
- Cumberland Rum Nicky
- Grasmere Gingerbread
- Sticky Toffee Pudding

DON'T MISS...

Cumberland Sausage is a coarsely-textured English pork sausage, seasoned with pepper, herbs and spices, that is made as a single sausage of one unbroken link up to four feet (1.2 metres) long, wound into a coil. The uncooked sausage will be pinkish inside, with specks of the seasonings visible.

DID YOU KNOW...

Easter ledge pudding is a term given to young wild leaves, mostly bistort or dandelion and nettles. These are boiled and made into a purée enriched with butter, chopped boiled eggs and boiled barley, which is then pressed. This is a perfect side on a plate of lamb.





Click the links to check out the downloadable and printable campaign assets!







VIEW MICROSITE & FLYERS









SHARE AND BE **SOCIAL**

AVANTI DESTINATIONS

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VisitBritain









TRAVEL AGENT INFORMATION...





DESTINATIONS...

3. Edinburgh

BRITAIN

