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Media Release: WindsorEats receives Ontario Signature Experience Designation

The WindsorEats walking tour, Drinks of Walkerville, has been selected as an Ontario Signature Experience.

The Ontario Tourism Marketing Partnership Corporation (OTMPC) has launched Ontario Signature Experiences (OSE) to promote and market must-see travel experiences that will appeal to global target markets. The OSE program is designed to showcase the best and most unique tourism experiences in the province that will motivate more people to visit Ontario.

The OSE is to act as a stepping stone for Ontario tourism operators who aspire to be included in Canada's international marketing and to highlight the diversity of Ontario experiences.

"The Drinks of Walkerville walking tour celebrates what is unique and exceptional about where we live," explains Adriano Ciotoli, co-owner of WindsorEats. "Windsor has a vibrant and colourful history along an international border that many don't know about and we're showcasing it in a fun way."

The Drinks of Walkerville tour celebrates the history of the Old Walkerville area by walking through its historic streets, discovering its architecture and sharing the folklore associated with the neighbourhood, including its rich rum running history.

The tour visits the Canadian Club Brand Centre, Walkerville Brewery and The Willistead Restaurant where guests receive tastings. With a resurgence of interest in the Canadian Club brand through television programs such as Mad Men and Boardwalk Empire, Drinks of Walkerville is popular with tourists looking to learn more about the history of prohibition from a uniquely Canadian perspective.

"Windsor Eats is an important part of our tour program," says Karen Smallwood of the Canadian Club Heritage Centre. "In the busy world of tourism and hospitality, the WindsorEats organization can be counted on to offer a premiere experience for both their guests and local tourism partners."

This isn't the first time WindsorEats has been recognized in the tourism industry. Their Wine Trail Ride cycling tours were named Best Culinary Tourism Experience in Ontario in 2009, named Innovator of the Year for the entire Canadian tourism industry in 2010 and awarded the Ontario Culinary Tourism Leadership Award in 2013.



“This is an amazing opportunity to tell our region’s story,” says Ciotoli. “The tours have been a great success and offer a glimpse into a neighbourhood that has a unique history, architecture and narrative.”

The Drinks of Walkerville tour takes place every first Saturday of the month. Tickets can be purchased at www.windsoreats.com

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