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FOR IMMEDIATE RELEASE

Visit York County and US Foods introduce the 2020 YoCo Taste Trail featuring 15 unique local dishes
The YoCo Taste Trail offers food lovers the opportunity to experience some of York County's unique flavors, complete with a prize for finishing the trail via a digital passport.

York County, SC (January 8, 2020) - Today, January 8 at 10:30 a.m., [Visit York County](#) and [US Foods](#) officially launched the [YoCo Taste Trail](#) during a press conference at US Foods (800 Food Service Dr., Fort Mill, SC 29715). It's the county's first culinary trail that features 15 local restaurants and their signature dishes.

Visit York County and US Foods officially revealed the 2020 YoCo Taste Trail restaurant participants and their signature dishes including Burgers & Barley (Brinner Burger), Courtney's BBQ (Rack of Ribs Plate), Fish Market Bar & Grill (Chilean Sea Bass), Flipside Restaurant (Braised Beef Shortribs), Hoof & Barrel (Chop 'O' Pork), Legal Remedy Brewing Co. (Southern Poutine), Lily's Bistro (Filet Mignon with Jumbo Scallops and Lobster Tail), Napa at Kingsley (Mozzarella Stuffed Meatballs), Papa Doc's Shore Club (Smack Down Shrimp), Sharon Grill (Fried Catfish Plate), Sonny's BBQ (Banana Pudding), The Lucky Duck (Fried Chicken Sandwich), The Pump House (Shrimp & Anson Mill Grits), The Shore Club (Lobster Nachos) and Z Bakery and Café (Stuffed Strawberry Croissant French Toast) at today's press conference. The taste trail can be accessed via the [Visit York County, SC mobile app](#).

"York County is quickly becoming a culinary destination, and the YoCo Taste Trail will showcase the many great dishes that our local restaurants have to offer," says Billy Dunlap, President & CEO at Visit York County. "This new culinary initiative will ignite a new travel experience for those visiting York County; as well, it will engage the food lovers who live in York County and surrounding areas."

Also, during the press conference, taste trail partners discussed the development of the taste trail, its partnerships, demonstrated how the digital passport works and various ways that it is being promoted to generate awareness and participation. Restaurant partners also discussed their perspective on being a part of the trail and its unique aspect to York County, the state and surrounding areas.

“US Foods is thrilled and honored to partner with Visit York County in launching the 2020 YoCo Taste Trail,” says Andy Clark, Area President at US Foods. “We are proud to support the growing and thriving culinary scene in York County. Many of our 740 + Fort Mill US Foods associates live in this wonderful area and are food fanatics who love to support our local restaurants, caterers, breweries and food trucks. We can’t wait to begin sampling the wonderful offerings of these culinary superstars.”

The YoCo Taste Trail can be opened through a digital passport, which is a featured tab within the Visit York County, SC mobile app that highlights each participating restaurant and signature dish. To complete the interactive trail, participants must complete the following steps:

- Download the Visit York County, SC mobile app in the iTunes or Google Play stores.
- Visit the participating restaurants and order the signature dish featured on the YoCo Taste Trail.
- Once the signature dish is ordered, “check-in” via geolocation and add a photo of the dish in the app.
- After visiting at least 12 out of the 15 select restaurants, participants can come by the York County Visitors Center (130 E. Main St., Rock Hill) and get a free t-shirt. It’s that easy to become a YoCo Taste Bud!

Participants have a year to complete the trail, so multiple visits to York County and the select restaurants are welcomed and encouraged throughout the year.

For more information about the YoCo Taste Trail visit www.yocotastetrail.com.

Social hashtags: #yocoeats, #visityorkcounty

[Visit York County, SC](#) (also known as the Rock Hill/York County CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB’s goals are to promote the long-term development and marketing of their destination, focusing on convention, sports and leisure sales, tourism marketing and services. The organization works in collaboration with the CVB board as well as the York County Council and appropriate funding sources. In 2008, Rock Hill/ York County CVB became the first accredited destination marketing organization in South Carolina.

[US Foods®](#) is one of America’s great food companies and a leading foodservice distributor, partnering with approximately 300,000 restaurants and foodservice operators to help their businesses succeed. With nearly 28,000 employees and more than 70 locations, we provide our customers with a broad and innovative food offering and a comprehensive suite of e-commerce, technology and business solutions. US Foods is committed to being a strong supporter of foodservice operators throughout York County and beyond. We help our customers Make It by offering a full range of innovative products and services for all types of foodservice operators.

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