For immediate release

**Contact:** Tosha Daugherty, Visit Morgan County
 info@visitmorgancountyin.com or 765-346-5611

***\*****Complete list of nominated restaurants attached.*

**Indiana Foodways Alliance Comes to Morgan County**

*Visit Morgan County nominates 10 area
restaurants for inclusion on statewide culinary tourism trails.*

Martinsville, Ind. – According to reports from annual research conducted in partnership with the Indiana Office of Tourism Development, Morgan County visitors are spending quite a bit of money in area restaurants. Of the total amount of visitor spending in the county ($23 million annually) more than 40% is spent on food and beverage purchases. Armed with this information, the county’s tourism office, known as Visit Morgan County, has recently joined the Indiana Foodways Alliance. The statewide organization is a non-profit that promotes culinary tourism throughout Indiana through several food related trails.

“Knowing that visitors are coming to the area to experience specific restaurants and they are spending more on food and beverage related purchases than any other market segment, it was a natural fit for us to join the Indiana Foodways Alliance. This creates one more avenue for us to use in the promotion of our local area restaurants” said Visit Morgan County executive director, Tosha Daugherty. “Great food is something that everyone can appreciate and it can easily be a trip to a local restaurant listed on one of the Indiana Foodways Alliance trails that ends up introducing visitors to additional reasons for return visits the area.”

Visit Morgan County’s membership in the Indiana Foodways Alliance allows them to nominate up to 10 local restaurants for inclusion on their various culinary trails. Any locally-owned restaurants or culinary-related attractions are eligible for the trails, though Visit Morgan County chose to limit their nominations this year to restaurants only. Among other criteria used to select which restaurants were nominated were visitor experience, whether the restaurant could be included on more than one trail, the restaurant’s hours of operation and any previous accolades earned by the restaurant.

Last week, representatives of the Indiana Foodways Alliance were in Morgan County to complete evaluations for each of the restaurants nominated by Visit Morgan County. Each restaurant was visited in person, food was tasted and information was collected for inclusion on the Indiana Foodways Alliance website. “We are very happy to share that all of our Morgan County restaurants passed their evaluation visits with flying colors,” reported Daugherty. “Watch for upcoming blog posts from the Indiana Foodways Alliance about their experiences at our Morgan County Restaurants. We’ll be sharing them on our Visit Morgan County Facebook page as well.”

You can learn more about the Indiana Foodways Alliance at [www.indianafoodways.com](http://www.indianafoodways.com) and [www.facebook.com/indianafoodway](http://www.facebook.com/indianafoodway). More on Visit Morgan County can be found at [www.visitmorgancountyin.com](http://www.visitmorgancountyin.com) or [www.facebook.com/visitmorganco](http://www.facebook.com/visitmorganco).

# # #
*Visit Morgan County promotes all of Morgan County as a travel destination in order to
grow the economic impact of the tourism industry and support local business.*

**Indiana Foodways Alliance
Morgan County Restaurant Nominations\***

Come n’ Git It, Martinsville
Trails: Tenderloin Trail, Rise n’ Shine Trail, Burgers Brews & Dogs Trail

Gray Brothers Cafeteria, Mooresville
Trails: Winner Winner Chicken Dinner Trail, Hoosier Pie Trail

JK’s Cheesecake Café & Coffee, Martinsville
Trails: Soup Salad & Sandwich Trail, Sweet Temptations Trail

Main Street Grill, Monrovia
Trails: Tenderloin Trail, Burgers Brews & Dogs Trail, Prime & Steak Trail

Martinsville Candy Kitchen, Martinsville
Trails: Sweet Temptations Trail, I Scream for Ice Cream Trail

Ralph and Ava’s Café, Mooresville
Trails: Soup Salad & Sandwich Trail, Sweet Temptations Trail

Sgt. Pepper’s Chicken, Martinsville
Trails: Winner Winner Chicken Dinner Trail, Tenderloin Trail

Squealer’s Barbeque, Mooresville
Trails: BBQ Trail, Tenderloin Trail, Burgers Brews & Dogs Trail

Tomato Pie Pizza Joint, Paragon
Trails: Pizza Trail, Soup Salad & Sandwich Trail

Zydeco’s Cajun, Mooresville
Trails: Savor the Flavor Trail, Here Fishy Fishy Trail

\*Restaurants are listed alphabetically.
 Trails listed are the nominations submitted, not necessarily the trails on which restaurants will appear.