Welcome to our E-Newsletter

June 2017

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Économusée is Highly Commended at Tourism NI Awards

To celebrate and raise awareness of our six fabulous hard working artisans, Causeway Coast and Glens Heritage Trust entered the Artisans at Work, Craft Reach Économusée project in the Tourism Innovation section of the prestigious Tourism NI 2017 Awards.

Entry to the Tourism NI Awards carries the potential for gaining an independent, professional and prestigious accolade for the tourism service.

The three shortlisted finalists were:

Atlantic Sessions, Causeway Coast and Glens Borough Council/Snow Water Partnership
‘Artisans at Work’ Craft Reach Économusée, Causeway Coast and Glens Heritage Trust and Museum of Free Derry.

The 2017 winner was Atlantic Sessions with Artisans at Work receiving the Highly Commended award.

Artisans representing Broighter Gold and Scullion Hurls Économusées joined Tierna and Graham from the Causeway Coast & Glens Heritage Trust and guests from Tourism NI and Mourne Heritage Trust to await the announcement and celebrate the success.

Diageo, a global leader in alcoholic beverage, was the main sponsor of the event which was held in the luxurious grounds of Enniskillen Castle in the newly refurbished Gateway Visitor Centre and historic Castle Yard. Among the guests at the Black Tie event was NI First Minister Arlene Foster.

In the photo: (left to right) Graham Thompson and Tienna Mullan (CCGHT): Leona Kane (Broighter Gold Économusée); Brenda Murphy (Tourism NI) and John Burns (Scullion Hurls Économusée)

YOUTH PLACEMENT NEWS

Through the Craft Reach Économusée project, Caroline Getty, a young ceramicist from Bushmills is going to Breeogue Pottery Économusée in Sligo in July on youth placement.

www.Économusée.eu
UK Prime Minister, Theresa May visited Balmoral Show last month and made a bee-line for the Broighter Gold stand.

Leona and Kerry are seen here giving the Prime Minister the full sales pitch!

A huge and significant part of our role as the project partner for the Économusée project in Northern Ireland and particularly in the Causeway Coast & Glens region is to provide business support for our artisans.

We have 6 unique and very different artisans in the area and we represented all of them in one ‘bulging at the seams’ trade-stand in the Eikon Exhibition Centre at the Balmoral Show from Wednesday 10th May through to Saturday 13th May.

More than 115,000 visitors attended the 149th Balmoral Agricultural Show.

Golden Opportunity to escape the Election Campaign

CCGHT manned the stall for four days answering questions and distributing leaflets to our biggest audience yet.
Our first Phase III Économusée has been launched!

John McKenna, Irish author of the McKenna Food Guides launched Ursa Minor as the fourth Économusée along the Causeway Coastal Route on 13th April.

Guests including the Mayor of Causeway Coast & Glens Borough Council, Maura Hickey and NI Assembly member Philip McGuigan MLA turned out to sample the mouth-watering delights of Ursa Minor Bakehouse Économusée. Owners Ciara and Dara took the opportunity to showcase their craft and provided tours of the artisan bakehouse and in depth descriptions of all the culinary masterpieces.

Following the event there was huge media attention with details of the launch appearing in many of the local and national newspapers and social media sites.

Ciara O'hArtghaile said: “It’s fantastic to join the amazing Économusée Network of artisans - we are honoured to be counted among a group of pioneering craftspeople across the world.

“We look forward to creating working relationships with the artisans, as well as welcoming groups into our bakery and spreading the word about sourdough bread.”

BTS Concept in Coleraine was the company behind the interior design and interpretation at Ursa Minor.

A Revolution in Craft Beer

UTV presenter Pamela Ballantine officially launched Hillstown Brewery Économusée on Wednesday 31st May with a ceremonial smashing of a sacrificial bottle of beer.

Nigel Logan from Hillstown Farm and one of the Directors of Hillstown Brewery commented: ‘A few years ago we produced a craft beer to feed to our cattle to create wagyu Beef which is a popular Japanese style beef. This led to a partnership with Get ‘er Brewed and the development of Hillstown Brewery. We approached the Causeway Coast & Glens Heritage Trust about the Économusée concept as we felt that Hillstown could offer visitors an insight into the craft and heritage of farming and the unique diversification into the brewery business.’

Nigel’s business partner Jonathan Mitchell added: ‘We have worked closely with Causeway Coast & Glens Heritage Trust and Circle Creative Communications to design, develop and install storyboards and infographics which explain the history and process of the brewery business here at Hillstown. Visitors will be able to take a tour of the brewery which is guaranteed to stimulate all five senses!’

Hillstown Brewery works in collaboration with local businesses Midletown Coffee and Galgorm Resort to create revolutionary and unique craft beers.

Mid & East Antrim Mayor Audrey Wales MBE was a guest speaker. Paul Frew MLA represented the NI Assembly whilst other guests included representatives from Tourism NI, Food NI and Drinks Inc.

We look forward to working with Nigel and Jonathan in the future as we continue to promote and market the NI Économusée Network.
FIELD & SHORE, LONELY PLANET

Three of our Économusée artisans were featured in the May edition of Lonely Planet travel magazine. Every month Lonely Planet brings readers incredible stories about the world’s most exciting destinations and new experiences, written by award-winning journalists and packed with stunning photography. Ursa Minor, Brighter Gold and Broughgammon Goat Farm Économusée were featured in a Northern Ireland ‘Field and Shore’ culinary article.

In recent months we have noticed an increase in interest especially from local artisans approaching us for information about the network and the project. With continued support we hope to engage with these artisans and grow the Économusée network in N. Ireland.

To follow us on Instagram search for ÉconomuséeNI

CALLING ALL TOUR OPERATORS!

We have six approved and launched Économusée artisans dotted along the Causeway Coastal Route, each offering visitors a unique and exciting all-weather tourism experience. There is an excellent business opportunity to create an Économusée tour and we will provide support in terms of information, leaflets, contact details and assistance.

If you are interested contact Carole or Tierna at the Causeway Coast & Glens Heritage Trust office 02820752100 or email info@ccght.org

Broughgammon Success at Balmoral 2017

Charlie Cole and family have another coveted award to boast about—Best Stand Presentation, Balmoral Show 2017!

The Broughgammon Farm stand was situated in the extremely popular Food NI Exhibition and Trade Pavilion and featured products including the award winning Goat Taco.

Broughgammon Farm Économusée will be launched on Thursday 8th June at 2pm.

Paula McIntyre TV Chef, radio presenter, lecturer and author will be the guest speaker at Broughgammon Goat Farm.

For the interpretation design and installation Causeway Coast & Glens Heritage Trust worked with Impact Design and Print in Ballycastle.

Calling All Tour Operators!

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