

# Taste Lancashire Collection - Pubs, Inns and Sunday Lunches



**L**ancashire is a great place to visit - there truly is something for everyone. This essential traveller's guide to pubs, inns and Sunday lunches focuses on all the great places that visitors can stay, eat and drink.

As part of our reinvigorated Taste Lancashire campaign we will be creating a series of guides that will champion our fantastic food and drink businesses. These handy 1/5 A4 guides, are easy to pick up, keep and use throughout the year.

The Lancashire Pubs, Inns and Sunday Lunches collection will be the first in the series, promoting the fantastic choice of venues who serve top class Sunday lunches, alongside the wide range of pubs and inns that Lancashire has to offer.

The publication with target overnight and day visitors looking for quality venues to dine, drink and stay in.



**PUBLICATION DATE: DECEMBER 2017**



# Opportunities to get involved

	Activity Package	Member Rate	Non-member Rate
Feature Premium	<ul style="list-style-type: none"> <li>DPS advert/advertorial in printed guide</li> <li>4-week feature on visitlancashire.com homepage</li> <li>Inclusion on one e-newsletter to 70,000 contacts</li> <li>Feature on dedicated themed pages</li> <li>Promotion to 56,000+ social media followers, min 20 tweets and min 20 Facebook posts</li> <li>Blog article hosted on visitlancashire.com</li> </ul>	£1000 +VAT	N/A
Premium	<ul style="list-style-type: none"> <li>Full page advert/advertorial in printed guide</li> <li>1-week feature on visitlancashire.com homepage</li> <li>Inclusion on one e-newsletter to 70,000 contacts</li> <li>Feature on dedicated themed pages</li> <li>Promotion to 56,000+ social media followers, min 10 tweets and min 10 Facebook posts</li> </ul>	£650 +VAT	£815 +VAT
Enhanced	<ul style="list-style-type: none"> <li>Enhanced listing in printed guide, to include name of venue, 3 images, address, telephone, email, website, opening hours, 120-word description, up to 3 awards, priority listing on visitlancashire.com</li> <li>Inclusion on e-newsletter to 70,000 contacts</li> <li>Feature on dedicated themed pages</li> <li>Promotion to 56,000+ social media followers, min 4 tweets and min 4 Facebook posts</li> </ul>	£425 +VAT	£535 +VAT
Standard	<ul style="list-style-type: none"> <li>Standard listing in printed guide, to include name of venue, 1 image, address, telephone, email, website, opening hours, 30-word description, up to 3 awards</li> <li>Inclusion on e-newsletter to 70,000 contacts</li> <li>Feature on dedicated themed pages</li> <li>Promotion to 56,000+ social media followers, min 4 tweets and min 4 Facebook posts</li> </ul>	£250 +VAT	£320 +VAT

# TASTE

## Lancashire

### PREMIUM

#### Holmes Mill

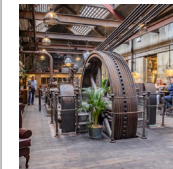
Greenacre Street, Clitheroe BB7 1EB  
01200 407120  
enquiries@holmesmill.co.uk  
holmesmill.co.uk



The Beer Hall is not just a showcase for Bowland's beers, it's a showcase for beers of all kinds, from all parts of the country, continent and the rest of the world too, whether in a cask or keg, a bottle or can, whether dark or light, weak or strong.

To do these great beers justice they needed to build a bar, a great big bar, which is what they did. And then, they made it bigger. They think they now have the longest continuous bar in Britain.

On this great, big bar they have 42 hand pull pumps for cask ales and any number of taps for kegs. And they aim to always have 24 cask ales on the bar. They also have the odd fridge or two behind the bar for those beers in bottles and cans. Then behind the scenes there's a truly bonkers cellar to keep the whole thing stocked up and running smoothly.



#### The Clog & Billycock

Billinge End Road, Pleasington BB2 6QB



Situated just a short drive from Blackburn in Pleasington, one of the most picturesque areas in Lancashire. Enjoy the views across the rolling countryside towards the River Darwen. Menus are carefully selected by Nigel Haworth, Northcote's Michelin starred Chef Patron and Jason Birkbeck, Ribbles Valley Inns Executive Head Chef, who work closely with their talented chefs to present a delicious tribute to traditional specialities, British classics combined with the produce of our local food heroes, the extraordinary artisan suppliers of the North West. The understated service is just the way it should be, served with a generous helping of honest Lancashire hospitality. The line-up includes the best cask ales, ciders, guest beers and a carefully hand-picked wine list and it's a guaranteed recipe for success.

01254 201163 / manager@TheClogandBillycock.com  
theclogandbillycock.com

#### The Wayfarer

1-3 Alder Lane, Parbold, Wigan WN8 7NL



Handcrafted beers and exceptional food are at the heart of this destination dining experience in Lancashire. The Wayfarer fuses light, contemporary dining rooms with 18th century pub ambience and charm.

01257 464600  
info@wayfarerparbold.co.uk  
wayfarerparbold.co.uk

### STANDARD

**20,000 copies of each guide produced - National distribution** through key distribution points with high footfall – service stations on M6, M62, M60 and M1, railway stations, tourist information centres and national exhibitions

**Promoted to over 2 million unique visitors** who use visit lancashire.com annually on the homepage and is supported by ongoing PR (local, regional, national & specialist) and social media (Facebook & Twitter).

Contact Jacqui on 01772 426461 [jacqueline@marketinglancashire.com](mailto:jacqueline@marketinglancashire.com)