FEED YOUR ADVENTURE
FLAVORS OF THE BLACK BELT
It will be 24 page promotional piece

- Cover

- Inside cover – map

- Page 1 – Summary of the trail themes and the Passport program and the Contents

- Pages 4 thru 21 the themed trails – 2 pages each trail

- Page 22 – Resource for products featured

- Page 23 – contacts in each county Chamber/Tourism

- Page 24 – back cover

- One photo shoot has taken place

- More to come
WHERE THE LOCALS EAT

LARKINS
York
Meat & Three/ Banana Pudding
205-392-9988

TOUCH OF HOME BAKERY
Livingston
Plate lunches/ Sandwiches
205-652-6561

THE BRASS MONKEY
Livingston
Cocktails
205-652-9060

ATKINS BBQ
Eutaw
BBQ/ Lunch Buffet
205-372-2334

PIE LAB
Greensboro
Sandwiches/ Soups/ Pie
205-624-3899

THE MUSTANG
Greensboro
BBQ
205-624-9301

THE STABLE
Greensboro
Coffee Shop/ Wine Bar
205-218-2109

WHERE TO STAY
Livingston
Eutaw
Greensboro

ALONG THE WAY

ALAMUCHEE-BELAMY COVERED BRIDGE- LIVINGSTON
One of the oldest in the south, completed in 1861. Located on University of West Alabama campus.

COLEMAN CENTER FOR THE ARTS- YORK
The Coleman Center for the Arts is a contemporary arts organization that uses art to foster positive social change, answer civic needs, build local pride, and use creativity for community problem solving. By nurturing and facilitating partnerships between artists and community we strive to create the vision and the means for a creative and sustainable society. Our mission is to integrate contemporary art into education, civic life, and community development throughout our region.

FORT TOMBECEBE- EPEES
Nearly 300 years ago, high atop a white chalk bluff on the Tombigbee River, French soldiers built a small wooden fort to mark their dominance of present-day west Alabama. Over the course of the 18th century, the flags of two other European powers—Britain and Spain—would also wave over this spot.

BIRD’S FARM HAY ART- FORKLAND
Along Highway 43 view the many amusing and imaginative creations, most of which are made with large bales of hay.

SAFE HOUSE BLACK HISTORY MUSEUM- GREENSBORO
The country’s first museum of the struggle for the human rights in the rural area and one of the most significant African American historical and cultural institutions in existence today.

AU BURN RURAL STUDIO- NEWBURN
Rural Studio is an off-campus design-build program part of the School of Architecture, Planning and Landscape Architecture at Auburn University. We have been in Hale County since 1993, where we hope we have been a good neighbor and friend to the community.
Baker's Confections are Sweet Perfection

PIE LAB-GREENSBORO
Assorted Homemade Pies

THE MUSTANG-GREENSBORO
Meat Rubs

DIAMOND JIM'S-GREENSBORO
Ms. Donna's Caramel Cake

TOUCH OF HOME BAKERY-LIVINGSTON
Homemade Bakery Goods

VIRGINIA'S-EUTAW
Pickled Watermelon Rind

HOMEMADE, INC-EUTAW
Homemade Red Velvet Cake

TOMBECEBE TRADING COMPANY-LIVINGSTON
Pia's Chicken Salad
WHERE THE LOCALS EAT

EZELL’S FISH CAMP
Lavaca
Catfish and Seafood
205-654-2205

THE RED BARN
Demopolis
Fish, Beef, Chicken & Seafood
334-289-0595

FOSCUE HOUSE
Demopolis
Steak House
334-289-1010

ALONG THE WAY

ALABAMA WHITETAIL RECORDS MUSEUM- THOMASTON SQUARE
What started more than four decades ago as a record book for free range Alabama Whitetails, is now a show and tell museum.

GAINESWOOD NATIONAL HISTORIC LANDMARK- DEMOPOLIS
805 S CEDAR AVE 334-289-4846
Constructed over an 18 year period (1843-1861), this Greek Revival style mansion contains much of its original furnishings. Here’s what a recent visitor posted: "Gaineswood is a fabulous vision of loveliness inside and out. The people of Alabama do not know what an incredible treasure stands in their midst. Having lived in Charleston I can tell you this is better than any museum house there."

WHERE TO STAY
Demopolis
Eutaw
Greensboro
EZELL’S FISH CAMP-LAVACA
Famous Fried Catfish & Coleslaw

CHICKEN • RIBS • PIGTAILS
JEFFERSON
ALABAMA HIGHWAY 28
Country Store
A FAMILY TRADITION SINCE 1957

JEFFERSON STORE-JEFFERSON
Homemade Pimento Cheese and Best Hamburger

MAMA NEMS PEPPER JELLY-
THOMASTON Pepper Jelly

MUSTARD SEED-DEMOPOLIS
Locally made products

MUSTARD SEED- DEMOPOLIS
Mis’ Rubin’s White and Black Magic Seasonings
Where the Locals Eat

LARKINS
York
Meat & Three/ Banana Pudding
205-382-9868

TOUCH OF HOME BAKERY
Livingston
Plate lunches/ Sandwiches
205-492-6561

THE BRASS MONKEY
Livingston
Cocktails
205-652-9080

ATKINS BBQ
Fultow
BBQ/ Lunch Buffet
205-572-2534

PIE LAB
Greensboro
Sandwiches/ Soup/ Pie
205-624-3809

THE MUSTANG
Greensboro
BBQ
205-684-9301

THE STABLE
Greensboro
Coffee Shop/ Wine Bar
205-215-2109

Along the Way

ALAMOKEE-BELLamy Covered Bridge - Livingston
One of the oldest in the south, completed in 1831. Located on University of West Alabama campus.

COLEMAN CENTER FOR THE ARTS - YORK
The Coleman Center for the Arts is a contemporary arts organization that uses the arts to foster positive social change, answer public needs, build local pride, and use creativity in community problem solving. By nurturing and facilitating relationships between artists and communities, we strive to create the vision and the means for a creative and sustainable community. Our model is to integrate contemporary art into education, life, and community development throughout our region.

FORT TOMBECCO-LUPS
Nearly 300 years ago, high atop a white cliff built on the Tombigbee River, French pioneers built a small wooden fort to mark their dominance of present-day west Alabama. Over the course of the 18th century, the flags of two other European powers—British and Spanish—would also wave over the fort.

Bobby's Eatery Art Shop - Fultow
Along Highway 43 view the many amazing and imaginative locations, most of which are open with large tables of art.

SAFES HOUSE BLACK HISTORY MUSEUM - GREENSBORO
The country’s first museum of the struggle for the human rights in the south, and one of the most significant African-American historical and cultural institutions in existence today.

AUBURN RURAL STUDIO - NEWBURGH
Firm Studio is an off-campus design build program part of the School of Architecture, Planning and Landscape Architecture at Auburn University. We have been in Pickens County since 1995, where we have been a good neighbor and friend to the community.

Where to Stay

Livingston
Boutique
Greensboro

SUMTER, GREENE, & HALE

PIE LAB-GREENSBORO
Assorted Homemade Pies

THE MUSTANG-GREENSBORO
Kent Boots

DIAMOND JIM'S-GREENSBORO
Mr. Renna's Caramel Cake

TOUCH OF HOME BAKERY-LIVINGSTON
Homemade Bakery Goods

HOMEMADE, INC-EUTAW
Homemade Red Velvet Cake

TOMSECBE TRADING COMPANY-LIVINGSTON
Pie's Chicken Salad

Baker's Confections are Sweet Perfection
LIST OF PRODUCTS

Double check those listed in your respective area

Ask yourself:

• Is it a locally made product?

• Is it packaged for retail?

• Do they have a store front and open to the public? Or, placement in a retail shop?

• Do they have consistent operating hours?

• Most importantly, will it provide the visitor with a positive and enjoyable experience.
NEED YOUR HELP

PHOTOS.          PHOTOS.          PHOTOS.

We need photos of the food products

They must be high resolution – at least 300 dpi

PLEASE GET THEM TO ME BY FEBRUARY 19TH.
MARKETING and ADVERTISING PLAN

Promote the campaign with a Passport incentive

• It allows us to track visitation and evaluate the impact of the campaign and our goal to drive people through the region.

• Gives the visitor a fun challenge to their back roads weekend trip – the quest to feed their sense of adventure.

• Once they’ve received stamps from all the retailers they’ll receive a nice canvas bag with a twist to the Flavors campaign tag line of

  “I Fed My Sense of Adventure”!

• And, they’re eligible for a weekend package getaway.
Roll out campaign with state-wide press release.

Host travel writers in the region to experience their own Flavors of the Black Belt for the purpose of securing earned media.

Website page development for the campaign including the capability of downloading the booklet and mobile device friendly.

All regional partners promote on Facebook and websites.

Brochure to be placed in all Welcome Centers state-wide.

Solicit feature story on Absolutely Alabama and Simply Southern TV shows.

Reach out to publications such as Alabama Living, Alabama Magazine, Birmingham Magazine, Grits magazine, Okra magazine, Southern Living, and others for feature articles coupled with paid ad placement.
LET’S GO!