



FOR IMMEDIATE RELEASE

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Savour NB Honours Ballet by the Ocean with the First Food Tourism Excellence Award

Saint John, NB - On November 14, a special evening took place at the Delta Hotel by Marriott in Saint John. Savour NB, through the Tourism Industry Association of New Brunswick, presented its first Food Tourism Excellence Award during the [TIANB Tourism Summit and Awards Gala](#). The award went to [Ballet by the Ocean](#), a unique experience created by the [Atlantic Ballet of Canada](#) that combines New Brunswick's amazing dancers, food, and nature.

Maxime Gauvin, Executive Director of [Savour NB](#), described the award as a celebration of New Brunswick's taste of place and what makes food tourism so special. "This award is about more than just food. It's about creating moments where every bite tells a story, and every visitor takes home a taste of New Brunswick," Gauvin explained.

New Brunswick's food tourism is all about its unique flavours, from fresh seafood to refreshing craft beer, sweet maple syrup, earthy potatoes, and so much more. The Food Tourism Award recognizes those who take these local ingredients and create unforgettable experiences that connect visitors to the province's culture and community.

Ballet by the Ocean is a perfect example of what this award stands for. Guests enjoy the stunning views of the Atlantic Ocean, with dunes, waves, and nature all around. The performance features new choreography by Igor Dobrovolskiy on an outdoor stage, along with a three-course meal made from locally sourced ingredients by the talented chefs of Atelier Tony.

Ballet by the Ocean was among three impressive finalists, including [Château Scoudouc](#) and [Bouctouche Farmers Market](#). Each finalist showed creativity and passion for New Brunswick's culinary heritage, making it hard to pick just one winner.

"This award honours those who bring new ideas, sustainability, and real authenticity to their work," Gauvin added. "Their dedication encourages everyone to see food as more than just something to eat; it's a celebration and a journey."

Savour NB hopes this award motivates others in New Brunswick's food and drink industry to aim for excellence and participate in future recognitions. The food and beverage sector working alongside the tourism sector is a winning combination that will increase New Brunswick's pride of place and make this province a world-renowned destination.

About TIANB

For more than 40 years, the [Tourism Industry Association of New Brunswick \(TIANB\)](#) has been vital in supporting and representing the province's tourism industry. By working with local and national partners, TIANB helps ensure New Brunswick's tourism businesses succeed and stay strong.

About Savour NB

As a not-for-profit organization, [Savour NB](#) champions New Brunswick's food and beverage industry by connecting and supporting producers, chefs, and enthusiasts to celebrate our province's unique flavours and culinary excellence.

Savour NB inspires innovation and collaboration across the industry through events, partnerships, and initiatives like the Food Tourism Excellence Award. By celebrating the stories behind the food and beverages grown, crafted, and served in New Brunswick, we aim to create a deeper appreciation for the people and products that make our province a truly exceptional culinary destination.

Contact Information

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