



Illinois Department of Commerce

& Economic Opportunity

OFFICE OF TOURISM

Bruce Rauner, Governor

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CONTACT: Brian Rehme
312-729-3645

Brian.Rehme@fleishman.com

Illinois Office of Tourism Partners with Brand USA and Travel Channel UK & EMEA to Inspire Travel Through ‘Chef Vignettes’ Content Series


Series features renowned U.S. chefs and the places they call home; including Illinois’ Chef Kevin Hickey from The Duck Inn in Chicago & Chefs Jordan and Aurora Coffey from American Harvest Eatery in Springfield

Chicago – The Illinois Department of Commerce’s Office of Tourism is partnering with Brand USA and Travel Channel UK & EMEA to inspire overseas visitors to experience the Land of Lincoln by featuring Illinois chefs in a digital content series called ‘Chef Vignettes.’ The series of two-minute videos highlights renowned chefs and the places they work and live. The Illinois ‘Chef Vignettes’ feature Chef Kevin Hickey from The Duck Inn in Chicago and Chefs Jordan and Aurora Coffey from American Harvest Eatery in Springfield.

This collaboration is part of Brand USA’s initiative to entice international travelers to visit the United States through a culinary tourism strategy that includes online content, broadcast sponsorships and partnerships with the U.S. Department of State and the James Beard Foundation.

“Illinois’ reputation as a leading destination for cutting-edge culinary experiences has exploded in recent years, thanks in part to strategic partnerships like this Chef Vignette series with Brand USA and Travel Channel UK & EMEA,” said Cory M. Jobe, Director of the Office of Tourism. “Travelers today increasingly crave authentic experiences, not just a standard vacation. The passion and pride Illinois chefs have in creating and enjoying dishes that celebrate their local heritage helps cultivate authentic experiences for our visitors.”

Located on the border of Chicago’s Pilsen and Bridgeport neighborhoods, The Duck Inn is a neighborhood gastro-tavern housed in a pre-prohibition era tavern with a cozy aesthetic. The latest concept by Rocket Ranch Productions, The Duck Inn offers signature New American cuisine and extensive beverage offerings, including contemporary cocktails, craft beers and creative wine service. To view the Chef Vignette featuring The Duck Inn, visit www.YouTube.com/user/enjoyillinois.



Springfield's American Harvest Eatery seeks to offer guests a dining experience that uses only the freshest ingredients, sourced from local Illinois farmers. American Harvest Eatery is proud to encourage the sustainable movement by endorsing local, family-operated farms committed to growing beautiful products without the use of pesticides. The eatery's menu offers familiar food, presented in a simple but unique way, with a focus on family and hospitality. To view the Chef Vignette featuring American Harvest Eatery, visit www.YouTube.com/user/enjoyillinois.

Launched two years ago with 18 original video vignettes, the series has grown to 24 features, including the latest Illinois vignettes. The vignettes debuted in mid-October on Travel Channel in the UK & EMEA, with additional re-runs slated through November.

The Chef Vignettes series is one of the many ways the Illinois Office of Tourism is partnering with Brand USA to celebrate culinary travel. Illinois' craft beer and barbecue offerings will be featured on Travel Channel UK & EMEA in *Olly Smith: Ale Trails*, hosted by wine connoisseur, beer expert and British TV personality, Olly Smith. Filming for this special series took place in September, and will air across UK & EMEA in December 2016, with repeats scheduled for spring 2017.

To learn more about Illinois' culinary offerings and for trip ideas and travel planning resources, visit www.EnjoyIllinois.com or follow @EnjoyIllinois on Facebook, Twitter and Instagram.

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The Illinois Department of Commerce and Economic Opportunity, Office of Tourism manages industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.