

A HEREFORDSHIRE FOOD SAFARI

Take your tastebuds off the beaten track



VISIT **HEREFORDSHIRE**

Foodie Expeditions

Join us on a foodie expedition celebrating our County's unassumingly remarkable food and drink scene. From authentic farm-to-table experiences and stunning vineyards to award-winning cheeses and farm shops (not to mention the plethora of gastro pubs and restaurants with local craft cider on tap), our new food safaris celebrate the hyper-local producers quietly redefining Herefordshire's foodie landscape.

Follow one of our curated routes or build your perfect itinerary by picking and mixing from our favourite Safari stops - we hope you're hungry!

North Herefordshire

- 1 **The Riverside at Aymestrey**
- 2 **White Heron Estate**
- 3 **The Cider Barn**
- 4 **Newton Court**
- 5 **Wicton Farm**

South Herefordshire

- 1 **The New Inn, Ross-on-Wye**
- 2 **Wythall Estate Vineyard Tours & Tastings**
- 3 **Ross-on-Wye Cider & Perry Company**
- 4 **The Kilpeck Inn**
- 5 **The Ciderologist**

Golden Valley

- 1 **The Bull's Head**
- 2 **Under the Nut Tree**
- 3 **Black Mountains Botanicals and Roastery**
- 4 **Oakchurch Farm Shop**
- 5 **Fair Oak Cider**



Foodie Highlights at a glance



North Herefordshire

Discover a Taste of Tradition

Surrounded by picturesque countryside and quaint black and white villages lie the charmingly down-to-earth and historic market towns of Leominster, Bromyard and Kington. There are (naturally) foodie havens galore to be explored in the vicinity, but setting up camp at one of these spots has other advantages too - one is an antiques mecca, one a folk festival hotspot and one a walkers paradise. We'll leave you to discover which is which - outside of meal times, of course.

Highlights along the way:

- > An award-winning village pub with world-class sustainability credentials
- > Touring a vineyard on e-bikes
- > Multiple cider hotspots
- > The chance to hug a cow...





BIG FIVE

Foodie Sightings

1. The Riverside at Aymestrey

Housed in an historic 16th-century black and white building, in the heart of the River Lugg valley, is this charming hotel and restaurant. With a real emphasis on sustainability (and named Visit Herefordshire's Business of the Year 2024), what they don't grow themselves they source locally from a carefully curated selection of suppliers who share their green ethos. There are boutique rooms and cabins on offer too, ideal for those on safari.

2. White Heron Estate

Ever been on an e-bike wine tasting tour? Now's your chance! Hop into the saddle and cruise around this stunning 4th generation estate, venturing through vineyards, blackcurrant bushes (they supply Ribena!) and orchards. You'll get up close with nature, learn all about the farm's sustainable practices and most importantly, get to sample the award-winning British Cassis liqueur, Sparkling Wine, apple juice and cider.

There's also the option to include an off-grid dining experience, served al fresco, at an enormous oak table with majestic views out across the rolling countryside. A collection of luxury properties are also available to rent on site.

3. The Cider Barn

Housed in a stunning 400-year-old Grade II listed former cider barn, this restaurant offers food that is a real celebration of Herefordshire's finest produce. It's down-to-earth, yet of the highest quality; a combination that gives the place real charm. Expect the menu to reflect the changing seasons as all food is sourced locally, with great care and attention paid to the supplier roster. They get everything from quail's eggs to apples, from the local community. If you can, head to one of their set 8-course seasonal tasting evenings - a real treat.

4. Newton Court

You can't go far in Herefordshire without seeing Newton Court Cider on offer – it's a staple in pubs and shops across the County. Visit their 157-acre farm just outside Leominster for a tour to see where the magic happens. You'll be out in the elements, romping across orchards and getting answers to all sorts of appley questions, like why frost is important for cider making and how to tell when an apple is ripe? You'll come away a Mastermind. Their brand-new visitor centre and café-come-restaurant is the perfect spot for a bite. It's worth checking their events schedule too, as they regularly host popular evenings with other local suppliers like Monkland Cheese.



5. Wicton Farm

Get an authentic behind-the-scenes look at a working dairy farm on a tour at Wicton. You'll meet the beautiful horned 'wild' cows, see the milking parlour in action and gain a fascinating insight into the future of food, farming their vital connection with nature. Plus, enjoy complimentary fresh milk or a milkshake to take home.

Cheese making courses are also on offer – the ideal chance to connect with a traditional food craft, in a beautifully peaceful setting.





Your Extended 'Field Guide'

Our curated edit of fabulous foodie places to pin...



FARM SHOPS, DELIS & CAFES

> Legges of Bromyard, Bromyard

Best known for: The sheer volume of high quality super-local meat on offer

> Peter Cooks Bread, Bromyard

Best known for: Their 'no nonsense' loaves (& being crowned Best Bakery in the West Midlands 2024)

> Drapers Lane Deli, Leominster

Best known for: Stocking 2000+ product lines, with an offer more akin to the Mediterranean than The Marches

> RFM Coffee Roasters, Leominster

Best known for: Exceptional single-origin coffee, hand-roasted in the UK

PUBS & RESTAURANTS

> The Burton Hotel, Kington

Best known for: The crispy roast potatoes served with the brilliant Sunday Roasts

EXPERIENCES

> Monkland Cheese Dairy, Monkland Nr. Leominster

Best known for: Production of the Little Hereford cheese (the recipe of which dates back to 1917)

CIDER, WINE & BEYOND

> Little Pomona Cider, Bromyard

Best known for: Traditionally crafted Ciders with the character and structure to match with food

> Oliver's Cider, Ocle Pychard Nr. Bromyard

Best known for: Their progressive interpretation of traditional cider making

> Frome Valley Vineyard, Bishops Frome Nr. Bromyard

Best known for: An award-winning fizz which uses the traditional Champagne method

> Butford Organic Cider, Bodenham Nr. Leominster

Best known for: Minimal intervention methods, they're serious about sustainability



South Herefordshire

Explore the Heartlands of Cider Country

The market towns of Ross-on-Wye (perched on a hill above the banks of the River Wye) and Ledbury (filled with cobbled lanes and tiny alleys) serve as excellent basecamps for exploring all the foodie offerings of southern Herefordshire. Of course, there's also the thriving city of Hereford itself!

In between bites, you can browse all nature of independent shops, saunter the historic streets or, if you are feeling more active, launch a canoe.

Highlights along the way:

- > Visit Herefordshire Tourism Awards Pub of the Year 2024
- > A vineyard nestled in an Area of National Beauty (AONB)
- > The UK's only self-proclaimed Ciderologist
- > Several best-in class local cideries



**BIG
FIVE**

Foodie Sightings

1. The New Inn

Named Visit Herefordshire Tourism Awards Pub of the Year 2024, this cosy local serves top notch nosh. As a former 16th-Century coaching inn, it exudes historical charm and offers a menu full of fabulous local flavours and seasonal ingredients. Expect a warm welcome, whatever the season.

2. Wythall Estate Vineyard Tours & Tastings

Nestled in the Wye Valley AONB, this tranquil English vineyard was planted back in 2010 and produces award-winning still and sparkling wines, thanks in part, to its unique micro-climate. The owners are committed to sustainability, meaning if you take a tasting tour, not only will you learn all about their growing processes but you'll see meandering streams and hedgerows brimming with life along the way. Plus, it's all set against the backdrop of a charming 16th-century manor.

3. Ross-on-Wye Cider & Perry Company

This multi-award-winning cidery, established on a 130 year old family farm, is a must-visit for cider buffs. They offer over fifty handcrafted ciders and perries, made from more than 100 apple and 30 pear varieties all grown on-site. Enjoy an orchard tour, learn the ins and outs of cidery's rich history and indulge in extensive guided tastings (you might need a nap afterwards!).





4. The Kilpeck Inn

With accolades* galore to its name, this traditional country pub has it all: roaring open-fires, an exceptional seasonal menu brimming with local produce, luxurious rooms and charm in bucket loads. If you fancy walking off all the delicious food you've eaten, the 12th-century Norman church just down the road is well worth a visit.

*One of the Good Food Guide's Top 100 Local Restaurants, Michelin Guide recommended and one of the Daily Telegraph's '10 Perfect Country Pubs with Rooms'

5. The Ciderologist

If you like cider, you need to meet Gabe Cook - the UK's one and only official Ciderologist. With over 20 years under his belt as a cider maker, judge and advocate, he now runs bespoke tours for groups of all sizes. Get exclusive behind-the-scenes access to world-famous cideries and take a deep dive into the science, culture and heritage of cider through immersive drinking. If you're lucky, there are often unreleased tastings on offer too. Wassail!



Your Extended 'Field Guide'

Our curated edit of fabulous foodie places to pin...



FARM SHOPS, DELIS & CAFES

> The Nest at Little Verzons Farm, Ledbury

Best known for: Award-winning Scotch Eggs

> Sensory & Rye, Hereford

Best known for: Epic brunches (including loaded waffles...)

PUBS & RESTAURANTS

> Hope and Anchor, Ross-on-Wye

Best known for: Stunning riverside location

> Ye Old Ferrie Inn, Symonds Yat, Ross-on-Wye

Best known for: Stunning riverside location

> Cottage of Content, the Wye Valley

Best known for: Its particularly tasty traditional Sunday roast

> The Beefy Boys, Hereford

Best known for: Being World Burger Championship Finalists and winners of the National Burger Awards!

> ART Restaurants - Leaven Pizza, The Bookshop, Burger Shop, Hereford

Best known for: Locally sourced, seasonal ingredients, all year round

EXPERIENCES

> The Evolution Winery, Ledbury

Best known for: Vines that are steeped in 750 years worth of history (well worth a tour!)





CIDER, WINE & BEYOND

> Westons Cider Mill, Much Marcle, Ledbury

Best known for: Producing traditional Herefordshire cider since 1880!

> Coddington Vineyard, Ledbury

Best known for: Award-winning 'clean, crisp and dry' Bacchus White Wine

> Hay Wines, Ledbury

Best known for: A truly unique selection from small, independent producers

> Secret Bottle Shop, Hereford

Best known for: Not being known, shhh!





Golden Valley

Uncover a Host of Agricultural Artisans

With its swathes of rolling green hills, smatterings of castle ruins, idyllic villages and sheep as far as the eye can see, an adventure in the Golden Valley or nearby Hay-on-Wye can transport you to what feels like a bygone era. The food and drink on offer, however, is very much at the cutting edge of this century and even includes a Michelin Guide recommended pub.

Highlights along the way:

- > A a green Michelin-starred restaurant
- > A horse-drawn commercial cider producer
- > Rustic, alfresco, safari-style suppers
- > Mountain roasted coffee, served with stunning scenery



BIG FIVE

Foodie Sightings

1. The Bull's Head

This unassuming ancient drovers inn oozes low-key charm (they even have wine on tap!). Set against the backdrop of the strikingly rugged Black Mountains, they are all about ingredient-led cooking, with most produce coming from their own farm. Down in the meadow behind the pub are a series of beautifully curated cabins, perfect for resting your head after a good feed.

2. Under the Nut Tree

With the motto, 'long, slow & smoky', this place isn't a restaurant, it's an experience. Their speciality is cooking large cuts of locally sourced prime meat over fire on a seriously impressive and elaborate series of grills and BBQs. When the weather plays ball, you'll be seated al fresco under a beautiful hazel tree, otherwise you can get cosy in the barn. A real hidden gem of a spot, it's a set menu format and BYO booze (always fun!).

3. Black Mountains Botanicals and Roastery

Ever wondered what goes into crafting award-winning gin and perfectly roasted coffee? Take a tour behind the scenes at this unique distillery-come-roastery and uncover the in-depth workings of both businesses. Then head to the tasting room to try their creations for yourself.

Get really hands-on with a gin-making experience. Guided by a master distiller, you'll craft your own bottle of the good stuff to take home. A truly unique memento.

Accommodation on site ranging from B&B rooms to yurts, so a comfortable bed won't be far away.



4. Oakchurch Farm Shop

"Vast" is the best way to describe this Herefordshire food scene giant. Not only does the place have a cathedral-like scale, it has a product range to match. There's everything from a butchery counter, cheese counter and bakery to all manner of locally sourced artisan goodies. Beyond food, there's a full-scale garden centre for the horticulturally-inclined as well as clothes, gifts, toys and an onsite cafe. In the warmer months, the Gelato hub draws big crowds on weekends (it's worth the queue) and the garden out back is great for keeping little ones entertained.

5. Fair Oak Cider

As the only horse-drawn commercial cider producer in the country, the mill at Fair Oak offers a fascinating insight into an age-old production method, thanks to Tommy the Gypsy Cob horse turning the millstone over the cobbles. Give them a call to arrange a visit (it's by appointment only) and learn all about their unique production process from heritage apple varieties, through to fermentation and bottling. If you like your cider pure – just apples (and a healthy serving of history) – then this place is well worth a visit.





Your Extended 'Field Guide'

Our curated edit of fabulous foodie places to pin...

FARM SHOPS, DELIS & CAFES

> Hopes of Longtown, Golden Valley

Best known for: The array of produce on offer, this is no ordinary village shop

> Rowlestone Farmhouse Ice Cream, Golden Valley

Rowlestone Farmhouse Ice Cream, Golden Valley

PUBS & RESTAURANTS

> The Pandy Inn, Dorstone Nr. Hay-On-Wye

Best known for: It's warm welcome and cosy, country pub vibe

EXPERIENCES

> Drovers Rest Farm, Nr. Hay-On-Wye

Best known for: Incredible, themed Barri nights

CIDER, WINE & BEYOND

> Artistraw Cider, Nr. Hay-On-Wye

Best known for: Wild, fermented natural flavours (& beautiful label artwork!)

> Ty Gwyn Cider, Pontrilas, the Golden Valley

Best known for: A strictly local varieties only policy to apples and pears

> Orgasmic Cider Company, Nr. Hay-On-Wye

Best known for: Their try before you buy ethos



Share your foodie delight pics!

If you've captured delicious shots of your foodie journey around the County then we would love to see them, simply tag us.

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 @visitherefordshire



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