

Wild Atlantic Way Story "Big Themes"

Below are the words and phrases that epitomise each of the six "big themes" from the Wild Atlantic Way food story. These words help you to breathe life into your content and really capture the imagination of your reader.

Wild Atlantic Way Food Story Theme	The key words and phrases that create a vivid picture
Simple, fresh	A natural, honest approach Some of the best raw ingredients in the world, Served simply, and fresh as can be Wild food, foraged
Strong sense of place	The beauty of its landscapes and seascapes Mild climate, clean seas, fertile soil And the rain too As if you can really taste the place Atlantic swells Mountain mists Turf fires Small green fields This great natural larder
Local rules	On this small island, local <i>rules</i> Straight off the boat Within a few miles ...that same day Ireland believes in small, it believes in local Generations of farmers and fishermen Artisan producers
Warm People	The warmth of its people An easy-going, warm style Rooted in tradition Expertly prepared, then served simply Good food is just the start You'll shake the hand that feeds you Join in the chat <i>"C�ad mile f�ilte"</i> From the heart Ireland believes in personal Warm and welcoming hosts
New News	Now visitors are coming for its food and drink too Very 21 st century New wave of inspired chefs
Experiences that make memories	You can taste the place Shake the hand that feeds you Visit producers Follow food trails Take part in food festivals Learn traditional skills, to forage, to fish Join in the chat Experiences you will always remember