



# Taste and tour Niagara-on-the-Lake

With Taste The Town Tours

By Tim Serre

swirling blend of sweet and savory cuisine served in equally enticing venues. Charismatic guides lead tourists through stunning lakefront mansions to quaint tearooms, carving a path that is decidedly off the beaten track. Among the guides are Bill Hamilton and Nick Clemens, of Greaves Jams. One can look forward to the sweet scent of warm caramel emanating from stovetops and on the opposite end of the food spectrum, the smooth buttery flavour of the region's famous Niagara Gold cheese can also be experienced along the tour.

Beer connoisseurs are similarly rewarded with a locally brewed amber, characterized by hints of toffee and roasted grains.

Finora emphasizes the inclusion of local, seasonal foods to give her clients an authentic taste of what the Niagara region has to offer. "One of the main things that we discuss on the tour is how Niagara's unique climate facilitates not only grape growth but a wide variety of produce. It's not just about tasting, it's also about educating." Commonly referred to as "Canada's prettiest town", Niagara-on-the-Lake serves as a perfect setting for Finora's vision. During summer months, 19th century architecture is engulfed with decorative flora and framed

by lush greenery, producing a timeless appearance to the town. The resounding consensus among visitors so far is a positive one, many responding well to the uniqueness of the locations, says Finora. The 27-year-old founder has always been passionate about food and her hometown, which seems to have translated into her early success. Her advice to fellow entrepreneurs: "Everybody says that the first few years are the hardest and they're right, but keep going and don't give up. It takes a lot of perseverance but in the end it will be worth it."

The mild exercise offered also ensures that visitors can enjoy their edibles guilt free. Taste The Town Tours caters to all types of food fans and is touted as wheelchair and stroller accessible. The tour runs Tuesday through Sunday from April until November. The excursion begins at 10:30 a.m. and will include an additional time slot at 2:30 p.m. during the coming season. Individuals can purchase tickets by calling 1-800-838-3006 or by booking online at [tastethetown.ca](http://tastethetown.ca). 

## IF

you want something badly enough you can make it work, according to Jodie Finora. The entrepreneur embodies her ethos, relying on persistence and an excellent word of mouth following, which has driven the success of her Niagara-on-the-Lake based business. Finora launched Taste The Town Tours last July after finding inspiration on a culinary-themed tour while visiting Chicago.

"I loved the whole concept of it. It's a really great way to get to know the town that you're visiting and you get to eat great food during the process."

The experience compelled Finora to create a walking tour in Niagara-on-the-Lake, pairing cultural and historical commentary with local delicacies. The tour's duration is about two-and-a-half hours and incorporates six unique locations. Finora's tour provides an experience that embraces opposites, combining the simple with the decadent. Guests can expect an experience infused with a