

FOR IMMEDIATE RELEASE

Asian Food & Culture Festival 2023: Celebrating Diversity and Cultural Fusion in Halifax

Halifax, NS - May 19th, 2023

The Asian Food & Culture Festival returns to Halifax from May 26th to 28th, setting the city ablaze with vibrant celebrations. Branded as **TASTE Asia** in 2023, this annual event, organized by Off The Eaten Path, goes beyond the tantalizing flavors and aromas, using food as a catalyst to bring communities together, foster connections, and celebrate the rich tapestry of cultures that make up our diverse city.

Location: Halifax Waterfront Foundation Wharf

TASTE Asia 2023 Schedule:

May 26: 4PM - 9PM

May 27: 11AM - 9PM

(Opening Ceremony 1PM - 2PM)

May 28: 11AM - 9PM

Highlight of this weekend:

With **free admission**, attendees can look forward to sampling exclusive and specially priced foods and beverages, delicate art and crafts, as well as vibrant Asian cultural performances throughout the weekend from over 30 vendors.



The **Taste Asia 2023 Opening Ceremony** runs from 1PM to 2PM on May 27th, featuring distinguished guests from the Provincial Government, City of Halifax, Partners, and Sponsors. The ceremony will be followed by captivating performances from various Asian communities. Further details will be released on the [website](#). We invite you all to join us during this hour and beyond.

The **Taste Asia 2023 Stage** will host a full weekend of performances supported by our local Asian community groups. Please check out the details on the [website](#) and stay up-to-date by following our Instagram [@off_the_eatenpath](#).

TASTE Asia 2023 shines a spotlight on Asian culture and the remarkable contributions of Asian-owned food and craft businesses across Nova Scotia. Beyond the economic benefits that TASTE Asia offers, such as providing a flexible entry point for small businesses to generate profit, increase sales, and gain exposure, it is the social impact that truly sets this festival apart. The theme **TASTE** represents Off The Eaten Path's core values: **T**ogether, **A**ctivating, **S**haring, **T**ranscending, and **E**mpowering.

"Our vision extends far beyond the realm of culinary delights," says Joyce Liu, Curator of Off The Eaten Path. "This Asian Food and Culture Festival acts as a conduit for meaningful conversations, promoting cultural appreciation, understanding, and unity. By breaking bread together, we can bridge gaps, celebrate diversity, and foster a sense of belonging in our community."

Following the resounding success of 2022, which brought together over 30,000 food enthusiasts and community members, Taste Asia 2023 promises an even more remarkable experience with this extended three-day festival. Together, let's embrace the universal language of food, explore new flavors, and create lasting memories.

We extend our deepest gratitude to our esteemed sponsors: [Build Nova Scotia](#), [Downtown Halifax Business Commission](#), [May Garden Restaurant](#), [KW Commercial](#). Community Partners: [Bangladesh Community Association of Nova Scotia](#), [Filipino Cultural Society of Nova Scotia](#), [Saint Mary's University Chinese Student Association](#), [Chinese Benevolent Association of Nova Scotia](#), [Chinese Society of Nova Scotia](#)

For more information, including partnership & sponsorship opportunities and media inquiries, please contact:

Joyce Liu

Curator / Off The Eaten Path

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[Media Kit Link](#) . Feel free to share the content on your own media channels, and kindly tag Off The Eaten Path when sharing.

Hashtags: #TasteAsia2023 #AsianFood&CultureFestival #AsianFoodHalifax #TasteAsiaHalifax

About Off The Eaten Path:

Off The Eaten Path is a leading event organizer dedicated to showcasing the diversity of food and culture in Halifax and beyond. Through our events, we strive to create meaningful experiences that celebrate culinary traditions, support local businesses, and foster connections within our community.