



## PRESS RELEASE—FOR IMMEDIATE RELEASE

### **Downtown Belleville launches new beverage competition “Savour the Sips”**

**Belleville, Ont., April 28, 2025** — Get ready to vote for your favourite beverage on Saturday, May 10, 2025 from noon until 3 p.m. during **Savour the Sips**, a brand-new, non-alcoholic beverage competition brewing in Downtown Belleville.

Inspired by the popular *Savour the Chill* soup contest, this spirited new event has 16 downtown businesses showing off their most creative concoctions for \$2—hot or cold—in a sample-sized, 4 oz. showdown.

From Lavender Lemonade to in-house Horchata, Mango Lassi to Pistachio Delite, attendees will have the chance to taste, sip, and vote on their favourites in this celebration of flavour and community creativity.

The judges for Savour the Sips include comedian Kyle Woolven (Kyle for Mayor), Kay Joly and Katie Sherratt from the Babes of Quinte/Starboard Communications.

“This is a chance for downtown cafés, restaurants, and shops to get creative and spotlight something new and exciting,” said Danielle Hanoman, DBIA Executive Director. “From fruity refreshers to decadent hot sips, we can’t wait to see what our talented vendors serve up!”

#### Participating Businesses:

BayLeaf - Aam Sutra Royal Mango Lassi

Benji’s Coffee Bar - Benji’s Horchata

Bourbon Street Pizza - Tropical Fusion Fizz

Burger Revolution - Chocolate Popsicle Bevy

Capers - Pink Lady Punch



Frosty Bubble Bliss - Sugarcane Juice with Strawberry Boba

Gourmet Diem - Sapsucker Peach Bellini

L'Auberge de France - Lavender French Lemonade

Lavish Studio Creations - Pink Sunset

Obi's Kitchen - Piña Colada Mocktail

Paraphernalia Books - U.K. Vimto Cherry Fizz

Rockstar's Bar and Grill - Paluda

Sans Souci - Strawberry Fizz

The Kafana - Pistachio Delite

The Smokin' 116 Bistro - Chai Wow

Tropical Blends - Blue Crush Lemonade

Whether you're sipping, sampling, or serving—Savour the Sips is the perfect way to warm up (or cool down!) your Saturday afternoon in Downtown Belleville.

Mark your calendars and bring your taste buds—this is one event you won't want to miss. For more information, visit [DowntownBelleville.ca](http://DowntownBelleville.ca)

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