

Online stars join forces to serve up Bristol's definitive guide to food and drink

Two of the most successful websites in Bristol have joined forces to create the definitive guide to food and drink in the city.

Bristolbites.co.uk is the culmination of six months' work by city blogger Emily Knight and Chris Brown, editor of the award-winning online newspaper Bristol24-7.

The new site, which builds on Emily's hugely successful Bristol Bites blog, has been built by Bristol24-7 and incorporates the latest news and reviews, events calendar and dedicated business directory.

A launch party for the new site will take place on Monday, October 17 at the Milk Thistle on Colston Avenue, with dozens of the city's food and drink industry movers and shakers already confirmed to attend.

"I set up the original blog in January 2010 after moving to Bristol the previous August", said Emily. "I've always had an interest in food and drink, and couldn't believe how many great restaurants, bars and amazing local producers the city had.

"I had searched for a resource that would keep me updated with what was going on in the city but found nothing, so decided to chronicle my discoveries via a blog so that I could share what I had found with residents and visitors."

Emily first started working with Chris, editor of the EDF Energy South West website of the year Bristol 24-7, when she agreed to syndicate her blog content on his site. The pair decided that there was a gap in the market for a comprehensive local food and drink resource, and have been working together over the course of the year to create the new website.

The site will still feature all of the elements for which the blog has become known: reviews, a calendar of events, profiles of local businesses and details of local offers, but will also include some new additions.

The directory will provide a searchable database of Bristol-based food and drink businesses, from pubs, pop-up restaurants and producers to shops and supper clubs: including a Bristol Bites review where available, contact and social networking details of the business, and a chance for site users to post their own reviews and ratings on each business' listing page.

The partnership with Bristol24-7 has allowed Emily to provide the city's food and drink business with a great range of digital marketing services – such as website design, social media campaigns and PR – as well as event management and networking events.

"Working with Emily was one of the easiest decisions I have ever had to make," said Chris. "Her dedication over the last 18 months has allowed her to create one of the most popular blogs in the city, and I can only see her going from strength to strength.

"It was important to offer the great food and drink businesses in Bristol real added value and services they desperately needed to help them grow through the recession and its fallout. Our combined backgrounds allow us to offer a range of services, from organising events such as launch nights and press and blogger activities, to enabling brands to make the most of their online presence."

The site will be live at www.bristolbites.co.uk at 00.01 on Monday, October 17.

For more information

Contact Emily Knight on 07887 514245 or email emily@bristolbites.co.uk
Or Chris Brown on 0117 2309 247 or email chris@bristol247.com

Notes to editors

Bristol Bites began life as a local food and drink blog in January 2010. Owner Emily Knight moved to Bristol in August 2009, and decided to start the blog to catalogue her food and drink discoveries throughout the city: profiles of local businesses, restaurant reviews, promoting and reviewing events and highlighting offers.

Coming up to its second birthday, Bristol Bites now has:

- Over 10,000 page views a month
- More than 2,600 Twitter followers
- Been actively involved with local events, cited and linked on a variety of local websites and has even made it into a national food magazine.

Meanwhile, Bristol24-7 has gone from strength to strength since its launch in June 2009 by former Independent and Western Daily Press journalist Christopher Brown.

In June this year, the website beat off competition from traditional newspaper websites across the region to be voted the EDF Energy South West website of year.

As it builds for the future, the site now has:

- 60,000 unique visitors a month
- 3,900 Twitter followers

The new website will go live at 00.01 on Monday, October 17 at www.bristolbites.co.uk

For more information about Bristol24-7 Digital Marketing, visit www.bristoldigitalmarketing.com