

Flavors of the Black Belt

Alabama Black Belt Adventures will be launching a “Flavors of the Black Belt” event, a nine month campaign celebrating the food and culture unique to the region. Encompassing 23 counties across central and south Alabama, the area is widely known for its classical southern cuisine such as barbecue, homemade pies, and seafood.

The campaign was initiated to celebrate the Black Belt region and aims to support local businesses by stimulating tourism and generating revenues. “In a collaborative partnership with the tourism organizations across the region, we all wanted to take travelers on a fun back roads adventure and provide the perfect cure for cabin fever,” says Pam Swanner, director of the Alabama Black Belt Adventure Association. “These trail destinations are less congested and allow family and friends to have a great time exploring while maintaining effective social distancing. The beauty of the rural landscape is a bonus and we’ve made recommendations on things to see and do along the way while seeking out the locally crafted cold drinks and good eats.”

There are a total of nine food-themed and pet-friendly trails, all with marked attractions such as art galleries, museums, theatre productions, and lodging opportunities. For added amusement, a Flavors Passport has been made available for travelers to get stamped by participating establishments along the way.

“For all visitors completing the full trail system and securing stamps from each designated participant, their names will be entered into a drawing to win an outdoor adventure at Lakepoint

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WITH A BACK ROAD TRIP LIKE NO OTHER.

TEXT BY WILLIAM MARLOW



State Park on beautiful Lake Eufaula.

The campaign's canine mascot "Duke" encourages everyone to bring along their furry friends and a social media photo contest is also in play for visitors to showcase the fun they have along the way. A winner will be drawn each month with prize packs, snacks, and memorabilia. "We look forward to seeing all the fun and smiles shared along the way," says Swanner. "We encourage everyone to pack their bags, a cooler, and furry best friend—to roll down the windows and cruise the back roads of Alabama's Black Belt."

For more information visit alabamablackbeltadventures.org