



Media Release

The award-winning Ontario's Best Butter Tart Festival, the original and largest butter tart festival in Canada, set to return to Midland on June 11

April 29, 2022 – It has been more than two years since butter tart lovers have converged on the Town of Midland to savour thousands of butter tarts and the town is looking forward to welcoming everyone back on June 11.

The first festival was held in June 2013, and 2022 would have been the festival's 10th anniversary had the COVID-19 pandemic not caused it to be cancelled in 2020 and 2021. Regardless of those cancellations, the Town marked the event with the sale of fundraising T-Shirts in support of the Georgian Bay General Hospital Foundation in 2020 and the creation of the Butter Tart Trail in 2021 in partnership with Cycle Simcoe.

"We are thrilled for the return of Ontario's Best Butter Tart Festival in Midland this June. Summers haven't felt the same these past two years not kicking them off with this sweet event," said Mayor Stewart Strathearn. "Welcome back to Midland! Some things have changed since the last festival. King Street has been redesigned to be more pedestrian-friendly and its flexible configuration now makes it even more suitable for hosting large events such as this. I hope all attendees enjoy our new downtown main street and the sweet and savoury treats the festival has to offer!"

The award-winning festival is the original and largest butter tart festival in Canada and pre-pandemic was drawing 60,000 visitors for the one-day event.

"Ontarians love their butter tarts," said Karen Mealing, Manager of Culture and Community with the Town of Midland. "And whether you like your butter tarts plain or with raisins, with a runny or firm filling, or vegan, gluten-free or nut-free, everyone will be able to find a favourite at our festival."

This year's festival takes place from 9 a.m. to 5 p.m. and includes all of downtown Midland from Yonge St. to Bayshore Dr., and both David Onley and Harbourside Parks. Admission is free to all.

A highlight of the festival is the contest where both professional and amateur/home bakers vie for the title of Best Butter Tart in Ontario.

"The categories this year include traditional butter tarts which are plain, raisin, pecan or walnut butter tarts," said Mealing. "And the second category this year is Wild Style, which is a butter tart with a non-traditional ingredient or two."

While the judging takes place, festival visitors can sample the contest butter tarts. Judges cut off a small piece to taste and the rest of the butter tart is cut into smaller pieces to be circulated among the audience by festival volunteers.

There is no charge to watch the judging and those wishing to take home full, intact contest tarts can visit Scotiabank on the day of the festival and purchase a mixed package of 6 for \$10.

Festival attendees can also visit the many downtown merchants who expand their businesses onto sidewalks in front of their stores and the more than 200 vendors selling everything from butter tarts to clothing, jewellery, home décor, personal care products, and hand-crafted items. There will also be food trucks for those who aren't just making butter tarts their sole food source for the day.



ONTARIO'S BEST
**BUTTER
TART** FEST
IVAL

There will be a variety of live music in Harbourside Park all day, including Francophone and Indigenous musicians.

While there are no COVID-19 public health mandates in place at the moment, festival organizers encourage visitors to wear a mask as the festival attracts a lot of people and they want everyone to have a safe and healthy experience.

Those interested in burning off a few calories can participate in the Butter Tart Trot, which is the yummiest race in Ontario and includes butter tarts en route. To register visit www.buttertartrot.ca. All proceeds from the Trot support youth programs.

Visitors looking for more information, including free shuttles and accessible parking, should visit www.buttertartfestival.ca and follow the festival on Facebook, Twitter and Instagram.



For media enquiries, please contact:

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Festival quick facts

Date: Saturday, June 11, 2022

Time: 9 a.m. to 5 p.m.

Location: Downtown Midland, plus David Onley Park and Harbourside Park

Vendor Marketplace: Downtown businesses and festival vendors will be selling everything from butter tarts to clothing to jewellery to handmade items. Food trucks will also be onsite selling other yummy delicacies.

Contest: Categories include Traditional and Wild Style, open to both professional bakers and amateur/home bakers. Traditional category will be judged from 10 a.m. to 12 p.m. and Wild Style will be judged from 1 to 3 p.m. Best in show is judged at 3:15 p.m. and all winners are announced at 3:30 p.m. Judging takes place in Rotary Hall at the Midland Cultural Centre, 333 King Street.

Entertainment: Visitors can enjoy buskers and other performers, as well as free live entertainment during the day.

Awards: Top 100 Festival and Event in Ontario by Festival and Events Ontario, February 2019
People's Choice Award for Favourite Regional Festival by the Simcoe County Region Ontario
Restaurant, Hotel and Motel Association, April 2019 and April 2018.

Facebook: [@BestButterTartFestival](https://www.facebook.com/BestButterTartFestival)

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Tags: #buttertartfestival #ilovebuttertarts