

The year of the Gingerbread!!

Let's make Chester the Gingerbread Destination of choice in the northwest.

There are no gingerbread themed Christmas activities locally, presenting a real opportunity to make Chester stand out during a city wide theme of displays and activities.

We would love to hear your thoughts about this theme and if/how your business could get involved.



Examples from our friends across the pond:

1. National Gingerbread Competition™
– Asheville, NC, USA

2. Annual Gingerbread Village –
Seattle, USA



1. National Gingerbread Competition™ – Asheville, NC, USA

How it all began?

A small group of gingerbread houses were built by community members in 1992 as another way to celebrate the holiday season with no plans to continue the following year. More than two decades later The Omni Grove Park Inn National Gingerbread House Competition™ is one of the USA's most celebrated and competitive holiday events.

The competition has merited broadcast coverage by ABC's *Good Morning America*, the Travel Channel, and the Food Network.

More than \$430,000 has been raised for charities in the last 5 years.

Additionally, a group of entries are on display at the [Grove Arcade](#) (shopping centre) in downtown Asheville.



National Gingerbread Competition™ : Grand Prize Winners from 2016 and 2017 Adult Category





National Gingerbread Competition™ : Entrants from 2013



National Gingerbread Competition™ : 2015 Entries

2. Annual Gingerbread Village – Seattle, USA

Hands down, one of the most beloved Seattle holiday traditions (now in its 26th year!) is the Sheraton Grand Seattle's Annual Gingerbread Village.



Each year, local architecture firms team up with the Sheraton Seattle culinary team to custom design, bake, and build out of this world gingerbread displays as a fundraiser for the Northwest chapter of the Juvenile Diabetes Research Foundation.

Onlookers of all ages can marvel at larger-than-life gingerbread creations inspired by famous scenes with a different theme each year.

The event has become so popular it has now expanded into the main shopping centre with 6 larger than life, moving gingerbread displays.



Gingerbread displays inspired by Dr Seuss' How The Grinch Stole Christmas



Larger than life gingerbread displays

Gingerbread in Chester?

How can it work for our city

Here are a few ideas:

- Gingerbread Trail across the city centre
- Large Scale Gingerbread Displays hosted in hotels and shopping centres
- Gingerbread experience in a converted empty unit
- Gingerbread workshops for all ages hosted in food/drink establishments (houses and men/women)
- Gingerbread window displays in city centre businesses
- Gingerbread competition(s), can include several categories: Businesses, Community Groups, under 10s, etc.)
- Gingerbread cocktails, cakes, etc. across food/drink establishments

Mad Hatters,
Bridge St Row
Gingerbread
Window 2018



From little acorns grow mighty oaks

We've got to start somewhere!

How can we work together to make
Christmas in Chester stand out?

