

**DAY 4** - Colchester to Leigh-on-Sea (41m/66km)

**MORNING** - Tiptree

→ Leave Colchester on the B1022 to Tiptree.

**Tiptree** - this village is home of Wilkin and Sons, the famous producer of fine jams, such as the unique 'Little Scarlet Conserve' (strawberry). The company holds four royal warrants, and most of its products are exported around the world. It was in 1859 that Arthur Charles Wilkin settled at Trewlands Farm in Tiptree, and five years later he began fruit farming. The first jams were made in 1885 - the aim to create a high quality fresh fruit product without colouring or preservatives. Today the company farms around 1,000 acres around Tiptree. Visit the museum, which has displays on the art of jam making.

**Morning coffee:** Tiptree.

→ Take the B1022 to Maldon.

**Lunch:** Maldon



**AFTERNOON** - Maldon and Leigh-on-Sea

**Maldon** - ancient hilltop town and sailing centre. Attractive lanes and 'chases', with many historic buildings. The Hythe Quay is home of the Thames Sailing Barges. **Market - Thurs, Sat.**  
**Tourist Information Centre** - Coach Lane  
+44 (0)1621 856503.

Natural sea salt has been made in the town for hundreds of years. The present **Maldon Crystal Salt Company** dates from 1882, but is believed to stand on the site of an earlier works. The ancient craft of panning salt is still continued today - the combination of low rainfall, strong winds, bright sunshine and low-lying marshland producing good salty water. After collection, this purified seawater is then evaporated in large stainless steel pans, using many of the traditional skills handed down by generations of salt-makers. These soft, white and flaky pyramid-shaped crystals are completely natural, without artificial additives. It's clean fresh taste is milder than ordinary table salts, but with no bitter after-taste. Chef Delia Smith has included Maldon Salt among her essential ingredients.



→ Take the A414 to Woodham Mortimer. At the roundabout go straight ahead onto the B1418 to South Woodham Ferrers. 5 miles later at the roundabout, turn right onto the A132. At the junction with the A130, turn left and follow this (via the A127) to Southend-on-Sea.

The village of Leigh-on-Sea can be found to the west of the town.

**Leigh-on-Sea** - the shoreline here is dotted with a small fleet of fishing boats, which unload their catch (cockles, whelks and shrimps) onto conveyor belts leading to a miniature village of wooden sheds. Here they are steamed, boiled and prepared for dispatch to the London markets. The little shells then spill out onto the beach from hatches in the back of the sheds. Cockles have their own exquisite taste of the sea, and many people think the nicest way to eat them is in their shells (in their own liquor) with plenty of hot melted butter. But most of the time they are served cold in little pots with salt, pepper and vinegar by the side. A cornucopia of shellfish straight from the sea can be enjoyed from the little stalls at Leigh-on-Sea.

**Afternoon tea:** Leigh-on-Sea

Leigh-on-Sea



--- END OF TOUR ---

**More Tasty Treats**

- Bedfordshire Clanger** - a local delicacy of baked suet crust, with savoury meat at one end, and something sweet (jam) at the other.
- The Fens** (Cambridgeshire) - pick up delicious produce from markets, farm shops and road side stalls in the 'food basket of Britain'.
- Greene King** (Bury St. Edmunds, Suffolk) - been brewing beer for over 200 years. Take a tour of the brewery, plus a free tasting.
- Iceni Brewery** (Ickburgh, nr. Thetford, Norfolk) - take a tour of this micro-brewery, hop garden and tastings.
- Jordans** (nr. Biggleswade, Bedfordshire) - famous family firm, producing cereals and crunchy bars. Visit the mill shop.
- Musks** (Newmarket, Suffolk) - renowned for their hand-made sausages with a royal warrant. Still a closely guarded recipe.
- North Norfolk Coast** - enjoy the plethora of seafood in the area. Oysters, smoked fish, cockles and the famous crabs of Cromer.
- Redbournbury Mill** (nr. St. Albans, Hertfordshire) - pick up organic stone-ground flour for making your own bread.
- Suffolk Hams** - sweet-cured in black treacle, brown sugar and hot beer. Head to F E Neave and Son at Debenham to pick one up.
- Woburn Abbey** (Bedfordshire) - buy delicious prime venison from the estate's naturally reared deer.

**Taste of the East** *Discovery Tour G*

For further information on this tour (including opening times of attractions listed), please contact the **East of England Tourist Board** on +44 (0)870 225 4800, or visit [www.visiteastofengland.com](http://www.visiteastofengland.com)



The East of England is full of tasty surprises, as you'll discover on this mouth-watering tour. As well as a plethora of freshly caught seafood, there's extra hot mustards, delicious jams and seaside rock for the sweet-toothed. Wash it all down with a trip to a local brewery, or one of our award-winning vineyards.



- Starting point:** Norwich (Norfolk)
- Duration:** Four days **Mileage:** 152 miles/245 kilometres
- Route of tour:**
- Day 1:** Norwich - Great Yarmouth - Lowestoft (overnight)
- Day 2:** Lowestoft - Southwold - Dunwich - Aldeburgh (overnight)
- Day 3:** Aldeburgh - Suffolk Vineyard (Shawsgate) - Colchester (overnight)
- Day 4:** Colchester - Tiptree - Maldon - Leigh-on-Sea



[www.visiteastofengland.com](http://www.visiteastofengland.com)

**Discovery Tour G**

**DAY 1** - Norwich to Lowestoft (30m/48km)

**MORNING** - Norwich

One of Britain's best-preserved medieval centres. Surrounded by its old walls are historic buildings, parks, churches and an intricate pattern of streets and lanes, such as cobbled Elm Hill. Norwich is dominated by its magnificent Norman cathedral and castle. **Market - Mon to Sat.**  
**Tourist Information Centre** - The Forum, Millennium Plain  
+44 (0)1603 727927.

Start the day by exploring England's largest six day open air market. Established in 1075, there are around 200 multi-coloured stalls.



Mustard has been one of the most widely grown and used spices in the world for many centuries. It is believed to have originated in Ancient Egypt, and was exported to Europe by the Romans who used it for both food and medicine. Probably the most famous mustard producer is Colman's who are based in Norwich. Jeremiah Colman first started milling mustard in 1814 - at his water mill in Stoke Holy Cross (four miles to the south of the city). In 1850, with the need for more space and better transport links, the company moved to their current location at Carrow in the south east of Norwich.



In 1973, Colman's celebrated 150 years of business - commemorating the occasion with the opening of The Mustard Shop. Found in the city's 'Art Nouveau' Royal Arcade it sells a large range of prepared and powered mustards, alongside displays on the history and production of mustard. In 1995, the company was bought by Unilever UK Foods. Colman's are still well served by a network of local farms growing the mustard seed in the Norwich area.



**Morning coffee and lunch:** visit one of the pubs in the city. It was once said that Norwich had a different pub for every day of the year, plus a church for every Sunday.

## AFTERNOON - Great Yarmouth



→ Take the A47 to Great Yarmouth.



**Great Yarmouth** - this is one of the UK's most popular seaside resorts with lovely sandy beaches, colourful gardens and countless traditional seaside attractions and entertainment. *Market - Wed, Fri (summer only), Sat.*  
Tourist Information Centre - Marine Parade  
+44 (0)1493 846345.

Herrings have been fished offshore at Great Yarmouth since Norman times. Caught in their millions, the industry reached its peak in the 19th C. - and by the beginning of the 20th C. more than 1,000 steam drifters worked out of the port, landing more than 120,000 tonnes of fish. Many of the fishermen were Scottish, who followed the migrating herring down the east coast. Once unloaded, women nicknamed 'Herring Girls' would gut the fish, pack them into barrels, and salt them to stop them going stale.



Lydia Eva steam drifter

The herring was then either smoked at places in the town, or sold at fish markets throughout the country. The trade continued until the 1930's, when over-fishing virtually wiped out the shoals. Smoking of the herring created kippers (split open and smoked) and bloaters (smoked whole). The latter involves placing the un-gutted herring into brine for 18-20 minutes. They are then threaded onto spits and placed in the smoke house over a very slow fire of oak billets for 24 hours. As the smoke cures them, they swell up and become bloaters.

**Great Yarmouth Potteries** has a herring smoking museum, including a video showing the fishing era. Whilst at the *Time and Tide Museum*, visit a converted herring curing works, and smell the smoked fish. Then head to the seafront to view our native creatures at the *Sea Life Centre*.



Seaside rock

For the sweet-toothed, wander along the promenade and try sugary candy-floss, sticky toffee apples and traditional seaside rock. At the *Docwras Rock Factory* you can see the rock being made, and shop in the world's largest rock shop.

**Afternoon tea:** Great Yarmouth

→ Take the A12 south to Lowestoft.



**Overnight** - Lowestoft

## DAY 2 - Lowestoft to Aldeburgh (30m/48km)

### MORNING - Lowestoft

At the heart of the Sunrise Coast, this is officially Britain's most easterly town. It has award-winning sandy beaches, two lively piers, classic seafront gardens and the Edwardian-style East Point Pavilion. *Market - Tues, Fri, Sat.*  
Tourist Information Centre - East Point Pavilion, Royal Plain  
+44 (0)1502 523600.

Lowestoft has been noted as a major centre for fishing (notably herring) since the early 14th C. But it was not until the early 1800's that it really brought prosperity to the town, with huge fleets of drifters catching the fish. Just before the First World War, there were over 700 drifters working from Lowestoft. As with Great Yarmouth, over-fishing brought the downfall of the industry in the 1930's. Today the port has a small fleet of inshore vessels and deep-sea beam trawlers, alongside a modern fish market.

Go aboard the *Mincarlo* - the last surviving fishing vessel to be built in Lowestoft, launched in 1962. She is a mid-water, side-fishing trawler. Contains museum with photographs and displays on local fishing industries. Move onto the *Maritime Museum*, followed by a walk around the special art trail in 'The Scores'. These ancient pathways used to linked the High Street with the old fishermen's beach village.

**Morning coffee:** Lowestoft

→ Take the A12 south to the village of Wrentham. Turn left here onto the B1127 to Southwold.

**Lunch:** Southwold



### AFTERNOON - Southwold, Dunwich and Aldeburgh

**Southwold** - this charming town is overlooked by its 19th C. lighthouse, with period houses and old fishermen's cottages set around attractive open greens. *Market - Mon, Thurs.*  
Tourist Information Centre - 69 High Street  
+44 (0)1502 724729.

Start your visit with a walk along the harbour area with its small fleet of fishing boats. Then head back into the town to visit the *Sailors' Reading Room*. Built in 1853, this social club was designed to educate the wayward fishermen not to go to sea on Sundays, and also not to get drunk on any day of the week. Southwold is also home to *Adnams*, whose beers have been famous since 1872 - when the Sole Bay Brewery was bought by the brothers George and Ernest Adnams. Today the brewery produces a wide range of cask beers, totaling nearly 20 million pints a year - including *Adnams Bitter*, *Broadside* and *Regatta*. Look out for the brewery's handsome *Percheron* horses which still deliver the ales to the town's public houses by traditional dray.

→ Leave the town on the A1095. After 4 miles you reach the A12, where you turn left. One mile later, turn left onto the B1125. Then about 2 miles later, turn left again onto an unclassified road to Dunwich.

**Dunwich** - an attractive coastal village, which in the 12th C. was East Anglia's capital, and one of England's greatest ports. But its downfall was the constant erosion (by the sea) of the sandy cliffs on which it had been built. Over the centuries, the city has literally toppled over the edge into the sea. Today it is famous for some of Britain's best fish and chips - try them at *Flora's Tearooms* or *The Ship Inn*.

Enjoy fish and chips on the beach at Dunwich



→ Take the unclassified road to Westleton, where you turn left back onto the B1125. 2 miles later turn left again, onto the B1122 to Aldeburgh.

**Aldeburgh** - charming and sedate seaside town, which grew up from an old medieval fishing and ship building centre. Attractive High Street and 16th C. Moot Hall (now a museum).  
Tourist Information Centre - 152 High Street  
+44 (0)1728 453637.

The town was once one of the great fishing ports of the East Coast, with the local fleet travelling as far as Iceland for their catches. Whilst others worked the local herring and spratting shoals. The importance of the industry is shown in the church register, where the local family names such as *Carp*, *Crabbe* and *Shrimp*. Today just a small fleet of boats work from the shingle beach - and in the mornings you can buy the freshly caught seafood.

**Afternoon tea:** Aldeburgh

**Overnight** - Aldeburgh



## DAY 3 - Aldeburgh to Colchester (51m/82km)

### MORNING - Shawsgate Vineyard and Ipswich

→ From Aldeburgh, take the B1122 to Leiston. Here you join the B1119 to Saxmundham. Remain on this through the town and across the A12 towards Framlingham. *Shawsgate Vineyard* is to the north of the town, off the B1120.

**Shawsgate Vineyard** (Framlingham) - 21 acre (8 hectare) vineyard, containing over 20,000 vines. Established for over 25 years. Vineyard walk, wine tastings and tea garden.

**Morning coffee:** Shawsgate Vineyard



Shawsgate Vineyard

→ Return to the town of Framlingham, and take the B1116 south to Wickham Market. Here you join the A12 to Colchester.

**Lunch:** Colchester



### AFTERNOON - Colchester

→ Take the A12 south to Colchester.

**Colchester** - Britain's oldest recorded town, with Europe's largest Norman castle keep, and one of the best preserved Roman gateways. Attractive parkland. *Market - Fri, Sat.*  
Tourist Information Centre - 1 Queen Street  
+44 (0)1206 282920.

Oysters have been cultivated in the tidal estuaries around the town since before Roman times. Caesar who had a weakness for them, considered Essex oysters worth invading a country for - even exporting them back to Rome. Today they are widely farmed along the Colne river estuary and its connecting channels. They are known as 'English Natives', and spawn during the summer when they are left in peace to grow. Traditionally when there is no 'r' in the month, they should not be eaten. To celebrate the opening of the oyster fisheries (at the end of August), the mayor and other officials travel to the oyster beds in a boat. Here they read an ancient fishing rights proclamation of 1256, and the mayor pulls up and eats the first oyster. Then on the last Friday in October, Colchester holds an 'Oyster Festival' in the Town Hall, attended by the Mayor and around 300 invited guests. Here they taste the oysters and aim to bless their continued growth.

To the south, **Mersea Island** is the centre of the industry. Here the Haward family have been growing oysters in the shallow creeks leading from the River Blackwater since 1792. A combination of warm summer sea temperatures and an abundance of nourishment streaming from the surrounding marshland creating the ideal conditions for fattening oysters. Visit **The Company Shed** at West Mersea, where visitors can enjoy the fresh seafood.

**Afternoon tea:** Colchester



**Overnight** - Colchester