



[Tasting Table](#), an influential website for foodies, is creating a microsite of Oregon's Tastiest Trails, a guide to seven recommended favorite Oregon food-driven travel itineraries, from craft breweries to farmers markets to gourmet restaurants. Oregon's Tastiest Trails will be announced through dedicated email to subscribers of Tasting Table's San Francisco and Los Angeles editions. The email encourages readers to check out a microsite for complete itinerary and prize information where they can enter for a chance to win a trip. The program launches Sept. 13 and concludes Oct. 31. In addition to the dedicated email, a Travel Oregon advertising campaign will wrap several additional Tasting Table daily emails in San Francisco and LA and live on TastingTable.com in Washington, Oregon, California, Idaho and Vancouver, B.C, driving visits to the microsite and food.traveloregon.com. Total advertising exposure is just under 1,000,000 impressions.