Local Tech Wire

A ‘tweet’ for food tour tops CED’s startup contest

Triangle Food Tour's masthead at its website.

By Local Tech Wire

DURHAM, N.C. — Leigh Eckle and her team at Triangle Food Tour “tweeted” their way to first place in the Council for Entrepreneurial development’s Twitter contest.

Judges picked this short message as the best one submitted in touting a business startup’s message – a new version of the venture capital world’s brief summations from investors called “elevator pitches:”

“Walk, talk, taste, sip- A fun, casual way to sample the sights, sounds & flavors of the triangle- www.trianglefoodtour.com”

Judges from Crossroads PR (Kristi Lee-John), Fitzpatrick Communications (Joyce Fitzpatrick), New Kind (David Burney) and McKinney (Janet Northen) mulled the tweets.

“We liked it because it showed originality, clarity and was memorable,” Kristi Lee-John of Crossroads PR told LTW. “It also made us want to go to the Website and sign up for a tour!”

Eckle and company won a 2010 Lenovo ThinkPad Edge notebook as the top prize.

The CED announced the winner as party of its party Thursday night celebrating the opening of its new headquarters in the American Underground at the American Tobacco Historic District.

Triangle Food Tour sponsors walking food tours of restaurants and eateries in Raleigh, Chapel Hill, Carrboro, Durham and Cary.

Here’s a little longer description of what Eckle’s venture does from its website: “With the walking food tour, everybody gains. The tour guests come away with newly formed insights of the downtown areas and a first-hand, behind the scenes experience at a cross-section of the locally-owned downtown area eating establishments. The restaurants get the opportunity to personally connect in an informal way with potential new customers who often say they’ll be returning. On top of all that it's fun!”