

Delish savours success with U.K. contest win

Tantallon-area shop grateful for public support

By **BILL POWER**
Business Reporter

Market acceptance was a major concern for Linda and Denis Dineen when they decided to bring **Delish Fine Foods** to Upper Tantallon a couple of years ago.

So it was especially satisfying for these British expats that residents of the Upper Tantallon-St. Margarets Bay area rallied behind them enough that they won a Daily Telegraph competition for being the best British shop outside the British Isles in 2011.

"We knew we'd be OK during the busy tourist season, with Peggys Cove just down the road and all that but our anxiety was about how much support we could expect for the rest of the year," Denis Dineen said Friday.

"I worked in the food business many years in Britain and its great fun to think of them all reading about the popularity of our shop."

A customer suggested the Daily Telegraph competition to the Dineens. After they entered, their customers visited the London newspaper's website in droves to vote, helping the business win the title of Best British Shop in the World.



Denis Dineen, owner of Delish Fine Foods, shows some of his wares in the Upper Tantallon shop on Friday. (INGRID BULMER / Staff)

"I supposed we have that local year-round support that we were so concerned about when we arrived," said Dineen.

It's also exciting for an expat to be able to signal family, friends and business associates back home that the kids are doing alright in Canada, he said.

In announcing their win, the Daily Telegraph had this to say

about Delish Fine Foods: "Run by expats Linda and Denis Dineen, this popular shop keeps the local Brits well supplied with their favourite goodies from across the pond and even has a dedicated chef to turn out homemade treats such as Scotch eggs and meat pies. It's so good you'll even find Canadians popping in there."

The paper's competition is

designed to celebrate the "best that Britain has to offer around the world," says the publication's website.

Also on the list of businesses providing a home touch for expats around the world were the Mad Dogs Cricket Club in Greenwich, Conn., which was named best expat sporting club, and the Woodstocker Inn of Woodstock, Vt., a British-run bed and breakfast renowned for its traditional British breakfasts — complete with Heinz beans.

According to the Daily Telegraph, British establishments around the globe, stocking traditional English tea and serving a "proper" roast on Sundays, pro-

vide a lifeline to the thousands of expats who crave a taste of home.

Expats from the St. Margarets Bay area and Halifax-Dartmouth area have made sufficient regular treks to Delish Fine Foods to enable the company to relocate recently to their current location in a mini-mall at 5280 St. Margarets Bay Rd.

Shelves at Delish are filled with imported British and European packaged products but it is the homemade products, available for take-out or to eat-in, are the big attraction.

Biggest sellers are made-to-order sandwiches, home-baked goods and soups.

(bpower@herald.ca)