



CANNON FALLS, MN

WHERE DID IT ALL BEGIN?



2015-- Cannon Falls saw an uptick in local food producers in our community. The Economic Development Authority (EDA) wanted to use that niche as a way to promote growth in Cannon Falls. Somewhere along the line, someone had said, “Cannon Falls is like the local foods capital of Minnesota” and we ran with it.

2017-- Cannon Falls EDA applied for the Blandin Broadband Grant and was awarded \$75,000 to help connect the community and also promote economic development. Some of those funds allowed us to create the Cannon Roots Brand

2020—Cannon Falls EDA received a \$5,000 grant from Southern Minnesota Initiative Foundation to promote tourism. Dollars were matched from the Blandin Grant to create a website and do some digital marketing.

WHY WAS A BRAND NECESSARY?



Cannon Roots really needed it's own autonomous site to promote it. It didn't quite fit with the City of Cannon Falls government page, it was too narrow a category to have on the Chamber of Commerce website so we moved forward with creating it's own space.

We have local support from the City and Chamber of Commerce, but we are trying to create a space for people looking for an experience to visit.

Mission Statement:

- *To engage area producers in a community-wide effort to expand quality offerings of locally sourced foods and beverages and establish Cannon Falls as a go-to food destination.*

Vision Statement:

- *To become a local food and beverage destination by attracting visitors, engaging residents, and connecting local production partners.*

Core Values:

- *Collaboration, Sustainability, and Courage.*



WEBSITE



FEAST! ADVERTORIAL

Cannon Falls

SAVOR LOCAL FLAVOR

Just east of Highway 52, between St. Paul and Rochester, lies the quaint riverside community of Cannon Falls. Dedicated to all things local—from an award-winning winery and craft brewery, to artisan markets and fine dining—it's a great place to spend the day...or a lifetime.

CANNON VALLEY TRAIL AND CANNON RIVER

Whether it's cross-country skiing on the 79.7 mile, paved Cannon Valley Trail or canoeing down the Cannon River, outdoor fun beckons all year long. Cannon Falls Chamber of Commerce, 103 Fourth St. N., cannonfalls.org, 507-263-2289.

RAW BISTRO

Raw Bistro is farm-to-bowl pet fare crafted right in Cannon Falls from 100% grass-fed beef and free-range poultry—along with organic produce and other real ingredients dogs need for optimal health and vitality. rawbistro.com, 507-263-5959.

FERNDALE MARKET

The Peterson family has raised turkeys without shortcuts for three generations. Visit their on-farm store for tantalizing free-range, antibiotic-free turkey products as well as goods from 100+ local farmers and food makers. ferndalemarket.com, 31659 Willow Trail, 507-263-4556.

CANNON RIVER WINERY

Shed the stress of a long week with live music, good company and amazing wines at Cannon River Winery's inviting historic location. From full-bodied reds to dry whites, there's plenty to discover (or rediscover). 421 Mill St. W., cannonriverwinery.com, 507-263-7400.

TILION BREWERY

This destination microbrewery offers a rotating selection of seasonal brews and fresh takes on traditional styles. Join them as they tap a new English barrel-conditioned beer (Tilkin) every Saturday at 100. Tilionbrewing.com, 432 Mill St. W., 507-263-4497.

ARTISAN PLAZA FOOD HALL

Located 1.5 miles south of historic downtown, the Artisan Plaza Food Hall features three exciting eateries: the Market & Deli, Oly's Roadhouse Brick Oven Pub, and Falls Landing.

Artisanplaza.com,
1223 Fourth Street,
651-829-1138.

FALLS LANDING

This American eatery, inspired by North Country fish camps, supper clubs and hunting lodges, features hearty beverages, fine service and savory dishes prepared with local ingredients. It's destination dining at its best.

CANNONBELLES CHEESE

CannonBelles Coffee & Ice Cream. With flavors for every taste, CannonBelles Coffee & Ice Cream carries CannonBelles' full line of artisan-made, award-winning cheeses—crafted in Cannon Falls—plus specialty coffees and parlor-style ice cream. Cannonbelles.com, 402 W. Mill St., 507-757-1155.

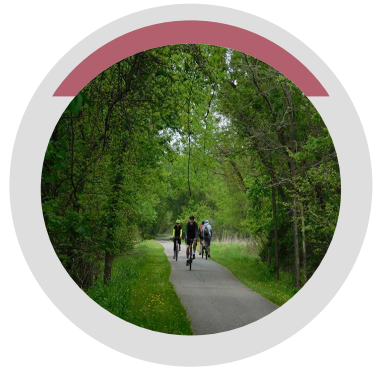
OLY'S ROADHOUSE

Offering robust selections like brick-oven burgers and pizza and a full bar rife with locally-sourced spirits, craft beer, ciders and signature cocktails, this welcoming spot redefines hospitality.

MARKET & DELI

The thriving Market & Deli showcases hearty soups and sandwiches, made with local ingredients, as well as a delicious array of gourmet meats and cheeses, organic groceries and fresh produce.

EXPERIENCE



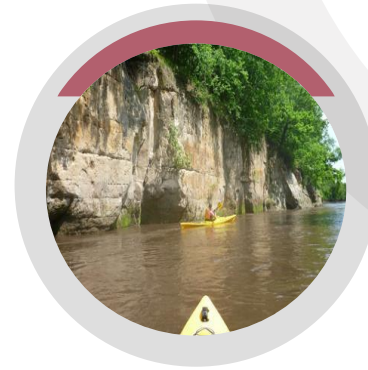
CANNON VALLEY TRAIL

Built along the Cannon River on the old railroad line, the Cannon Valley Trail has become one of the most popular trails in Southern Minnesota. Bike, walk, run or even cross-country ski or snowshoe in the winter.



CANNON FALLS

Grab lunch from a local restaurant and have a picnic in Minnieska Park. Feed the ducks and see the swans and take in the sights and sounds of the Cannon Falls.



LAKE BYLLESBY

If you enjoy taking your paddle board, kayak or canoe out or maybe you have a boat or jet ski you'd like to zip around on, Lake Byllesby needs to be on your places to go. Make a weekend of it and bring your tent or camper to stay, too!



JOHN BURCH PARK

Deemed as one of the most beautiful ball parks in Minnesota, take in a local amateur baseball game in the summer or a football game in the fall. John Burch Park overlooks the Little Cannon River.

LOCAL TASTES



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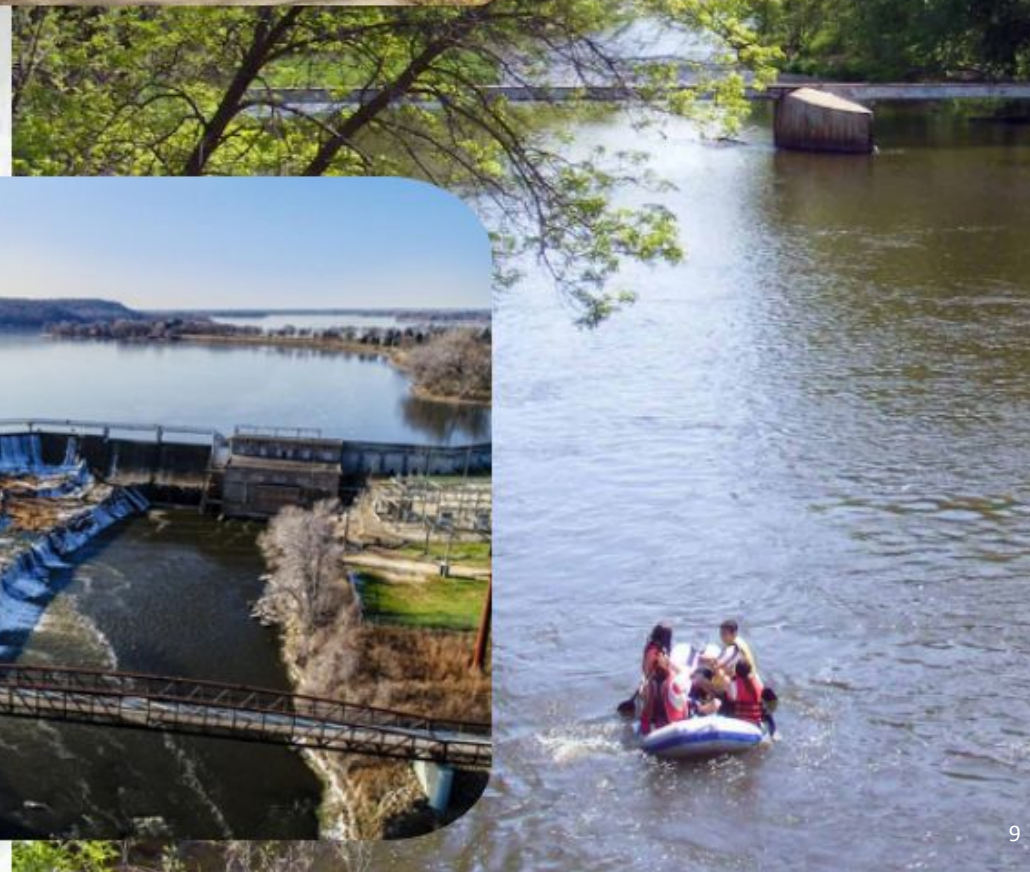
TILION BREWING CO.

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EXPERIENCE NATURE

Cannon Valley Trail & Cannon Valley River

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[Cannon Valley Trail Information](#)[Cannon River Information](#)[Lake Byllesby Information](#)



THANK YOU



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@CANNONROOTS