

Secret Food Tours Celebrates Global Milestone: 100 Cities, 100,000 Five-Star Reviews, and a \$100,000 Giveaway

Leading culinary tour operator marks a over a decade of growth by reaching dual milestones in global footprint and traveler satisfaction.

LONDON, UNITED KINGDOM, February 25, 2026 /EINPresswire.com/ -- Secret Food Tours, the premier provider of immersive culinary experiences, today announced a historic triple milestone: the official expansion to over 100 cities worldwide, the achievement of 100,000 five-star reviews, and the launch of a \$100,000 travel voucher giveaway to thank its global community of food lovers.

This expansion reflects a surging global appetite for authentic, local experiences that go beyond the typical guidebook. By reaching its 100th city, Secret Food Tours now offers travelers a "secret" seat at the table in diverse culinary capitals across Europe, Asia, and the Americas, focusing on the hidden gems and real stories that define a city's culture.

"Reaching 100 cities is a testament to our mission of connecting curious travelers with the authentic heart of a destination through its flavors," said Oliver Mernick-Levene, Co-Founder & Executive Director at Secret Food Tours. "Surpassing 100,000 five-star reviews is the ultimate validation from our guests that the 'secret' to a great journey is an entertaining and informative host and an unforgettable bite," added Nicolas Jacquart, CEO.



Secret Food Tour guide & guests in New York City



Suppli in Rome on Secret Food Tours in Rome

To celebrate this "Century of Cities," the company is giving away \$100,000 in free ticket vouchers. This initiative aims to spark even more excitement and discovery, inviting both loyal fans and new guests to "dive in" and experience a flavor-packed adventure in a new destination.

The Secret Food Tours experience is built on:

- * Authentic Discovery: Skipping the tourist traps to find the sizzling, fragrant, and crispy bites locals love.
- * Expert Storytelling: High-energy local guides who act as warm, friendly hosts.
- * Global Community: A welcoming and inclusive environment for curious travelers worldwide.



Food Tasting in Montreal with Secret Food Tours

For more information on the giveaway or to book a journey, visit [www.secretfoodtours.com](<https://www.secretfoodtours.com>).

About Secret Food Tours

Founded in 2013 with [Paris food tours](#) and [London food tours](#) by Nicolas Jacquart and Oliver Mernick-Levene, Secret Food Tours has grown into a global leader in immersive food experiences, offering 200+ tours across more than 100 cities. The company is on track to host over 450,000 customers in 2026 and has been recognized with top industry accolades for its commitment to quality and authenticity.

David Moak

Essor INC dba Secret Food Tours

+1 215-469-1775

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