



# media release

21 August 2009

## **Tasting Australia to showcase the best of South Australia**

Tens of thousands of people will have the chance to sample South Australia's world class food and wine at next year's Tasting Australia in Adelaide.

100 selling spaces are available to local food and wine producers at the BankSA Feast for the Senses presented by LifeStyle FOOD Channel, a two-day public celebration of food and wine during Tasting Australia 2010.

BankSA Feast for the Senses presented by LifeStyle FOOD Channel, brings together the finest food and wine producers along with stage entertainment and cookery demonstrations by some of the world's top celebrity chefs.

Admission is FREE to the event in Adelaide's Elder Park on the bank of the River Torrens on 1 and 2 May 2010.

"The theme of the BankSA Feast for the Senses presented by LifeStyle FOOD Channel at Tasting Australia is 'Local Heroes'," said Tasting Australia's Event Director Ian Parmenter.

"We have some of the world's best wineries, food producers and restaurants here in South Australia.

"With thousands of visitors and international media converging on Adelaide for Tasting Australia, the Feast provides the perfect opportunity for SA's best producers to showcase their wares."

Tasting Australia 2010 is also benefiting from unprecedented support from South Australian businesses.

"We're delighted that BankSA has agreed to become the new naming rights sponsor for the Feast of the Senses," Ian Parmenter said.

In addition to BankSA's sponsorship, other local companies including San Remo, The Big Olive, Wine Barossa and Aqa Oysters have thrown their support behind the event.

"Tasting Australia has always had great support from sponsors, and we are delighted that so many influential South Australian companies have become so closely involved in the 2010 event," said Ian Parmenter.





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"It adds to our Local Heroes theme - fabulous local produce, great local chefs and terrific local companies combining to show off the very best of South Australia. Truly a brilliant blend!"

BankSA Managing Director Rob Chapman said the bank was thrilled to be a part of an event that encouraged the community, and indeed the world, to celebrate South Australia.

"We'll be working with the Tasting Australia team to look at ways we can help to enhance the culinary carnival for everyone - to start, we'll be toasting the Feast by giving away complimentary tasting glasses to BankSA customers at the event," Mr Chapman said.

Tasting Australia will be held in Adelaide and regional South Australia from 29 April – 6 May 2010. Further details at [www.tasting-australia.com.au](http://www.tasting-australia.com.au)

For exhibitor enquiries at the Bank SA Feast for the Senses, contact Jarred Styles at [turnstyles@ozemail.com.au](mailto:turnstyles@ozemail.com.au)

**For further information contact:**

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