



# Events South Australia

A brilliant blend.

Media Release

3 July 2008

## **TASTING AUSTRALIA GOES VINTAGE**

**Tasting Australia, the nation's premier food, wine and beer festival will now be held in Autumn instead of Spring, allowing visiting media, food and drink professionals and the public at large a chance to experience the best South Australia has to offer at vintage time.**

**The next Tasting Australia event will be held on 6-13 May 2010.**

In the eleven years since its conception, Tasting Australia has become one of the nation's most influential and best attended gastronomic festivals.

The event has hosted hundreds of Australia's and the world's top chefs, sommeliers, restaurateurs, food, wine and travel media and has attracted a wide cross-section of the food-loving public to Adelaide and South Australia.

It regularly attracts celebrity chefs of the calibre of Rick Stein, Antonio Carluccio, Nick Nairn, Rachel Allen, Paul Rankin, Sophie Grigson, Madhur Jaffrey and Claudia Roden, Stephanie Alexander, Serge Dansereau, Neil Perry, Shannon Bennett, Paul Wilson, Chris Taylor, Cheong Liew and many more.

While Tasting Australia began as a largely media-based event - aimed at drawing the attention of newspaper, magazine, radio and television attention to the bounty of South Australia - it has now grown to such an extent that the last event comprised some 70 events, of which 65 were aimed at the general public. Some 50,000 people attended over eight days.

A major feature of the 2010 event will be a focus on South Australia's local heroes; those food and drink producers, chefs, writers and educators who have raised the bar in gastronomic excellence, according to South Australian Tourism Minister Jane Lomax-Smith.

"Over the past six events, Tasting Australia has shown the world's food, wine and beer lovers that Adelaide and South Australia form a hub of gastronomic excellence," Dr Lomax-Smith says.

"We are not just an exporter of premium foods and beverages. Our great chefs have been exemplary ambassadors for the state, with professionals such as Christine Manfield, Tim Pak Poy, Maggie Beer, Cheong Liew, and Simon Bryant, among others, making a big impression around Australia and overseas.



Government  
of South Australia

Events South Australia – Events division of the South Australian Tourism Commission

Level 6, 50 Grenfell Street Adelaide SA 5000 Phone +61 8 8463 4500 Fax +61 8 8463 4718 [www.events.southaustralia.com](http://www.events.southaustralia.com)

## Media Release

---

“There is no doubt that Tasting Australia will continue to boost tourism numbers to South Australia, as well as encouraging further markets for the State’s food, wine and beer products,” says Dr Lomax-Smith.

“I believe that a move to vintage time will add to the positive media coverage afforded the event.”

The past Tasting Australia events have generated more than \$100 million worth of editorial media coverage.

Tasting Australia is owned and managed by Events South Australia, a division of the South Australian Tourism Commission.

**For further media information contact:**

**Michelle Logie, Public Relations Manager, Events South Australia**  
**Tel: 08 8463 4695; Mob: 0435 068 405**  
**Email: [michelle.logie@tourism.sa.com](mailto:michelle.logie@tourism.sa.com)**

