

News Release

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FOR IMMEDIATE RELEASE

24 MARCH 2014

JAMIE OLIVER VISITS THE SOUTHERN HIGHLANDS



Shrouded in secrecy, the visit on Saturday 22 March, of world renowned phenomenon, Chef Jamie Oliver was an outstanding success!

Arranged with the co-operation of Destination New South Wales and Jamie's JMOF Australia team, Destination Southern Highlands put together a great day out in the Southern Highlands which saw this food icon visit the Li Sun Mushroom Tunnels at Mittagong, Biota Dining at Bowral and the Pecora Dairy in Robertson.

Feedback on the day has been amazing, with Jamie's 'media engine' working overtime with details of his Southern Highlands visit and the amazing produce he discovered.

Words like 'super cool' were used to describe the Li Sun Mushroom Tunnel and 'wow' when talking about the frozen rose dessert at Biota Dining.

The recognition and awareness created by this visit will see the Southern Highlands tagged in tweets which reach in excess of 3 million followers! Strengthening the Southern Highlands position as a 'foodie' destination.

For further information please contact The Southern Highlands Information Centre, 62-70 Main Street, Mittagong. Phone 4871 2888 or email tourism@wsc.nsw.gov.au

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MEDIA INTERVIEWS & HIGH RES IMAGES

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