

News Release

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FOR IMMEDIATE RELEASE

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An Exciting NEW Festival For The Southern Highlands

Destination Southern Highlands (DSH) in conjunction with Southern Highlands Food & Wine (SHFW) will launch an exciting new festival 'WINE TIME' to run from 26 February to the end of March. This festival will promote the Southern Highlands as a key food and wine destination via a range of new trade and consumer events.

WINE TIME will commence with the Dan Murphy's Australian Highlands Wine Show to be held on 26 and 27 February 2014, the third annual national wine show for wines produced from grapes grown at over 500m in Australia, and the inaugural Australian Cider Awards on 28 February, a new national competition for ciders produced in Australia.

"The introduction of this new festival in March will further the now annual Southern Highlands Food & Wine Festival in September, continuing to reinforce just what a major contributor the food and wine industry is to the Southern Highlands region and tourism sector, said Steve Rosa, Group Manager, Destination Southern Highlands.

OFFICIAL PROGRAM
25 FEBRUARY - 31 MARCH, 2014

WINE TIME will be BIG, with a program of over 50 fantastic events like:

- **Wine & Wickets** - 9 March, Australia's leading wine and travel writers will converge on the Southern Highlands for a weekend to enjoy first hand experiences of the best food & wine products whilst also playing a game of cricket at Bradman Oval.
- **Australian Highlands Wine Show Top 20 Public Tasting** - Saturday 15 March, at the Bowral Memorial Hall. Entry is \$30 per person, which includes the opportunity to taste all the wines who received awards at the Dan Murphy's Australian Highland Wine Show, a chance to meet the wine maker and delicious canapés style finger food featuring local produce. All tickets buyers will also receive a Spiegelau tasting glass.

Steve Rosa, Group Manager, Destination Southern Highlands said, "We want March to celebrate the harvest season and signify WINE TIME in the Southern Highlands and we want to be able to include as many events as possible throughout this month. The SHFW Association and DSH are thrilled by the support of the region's tourism and food & wine industry wanting to be part of WINE TIME, with the creation of over 50 events included in this year's inaugural WINE TIME Festival Program."

"Multiple events on the same day will give people more reasons to visit and stay in the Southern Highlands during the week as well as weekends by packaging, in conjunction with a special accommodation offer, to provide extra encouragement for people to visit, whilst weekly and recurring events give visitors the opportunity to be more flexible with their visit. Special one off events like the Cherry Tree Hill Wine Dinner @ Links House and the Wollumbi Estate Lunch @ the Studio Restaurant, Exeter, provide excellent opportunities for locals and visitors to partake in some extraordinary food and wine experiences. Also, for something fun you can get your feet dirty and participate in a Grape Stomp at Eling Forest Winery," Mr. Rosa continued.

For more information on WINE TIME and all of its events download a copy of the WINE TIME program and visit the WINE TIME website: www.winetime.net.au

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