



Media Release

16 February 2012

TASTING AUSTRALIA SERVES UP 2012 PROGRAM AT THE MARKETS

The 2012 Tasting Australia festival program and website were launched today with South Australian food icon **Simon Bryant** and Tasting Australia Festival Director **Ian Parmenter** cooking up a storm in the Adelaide Central Market.

Tasting Australia, the country's premier food and wine festival, will be held from 26 April to 3 May and will include more than 80 public events held across Adelaide and regional South Australia.

The official 16-page Tasting Australia program will be available in *The Advertiser* this Saturday and the event's new look website, www.tasting-australia.com.au went live today.

Tickets to Tasting Australia events can now be booked through Ticketek, via the Tasting Australia website or through the individual venues.

The Tasting Australia program provides a sneak preview of the array of events planned for the eight-day festival, which will bring together the best of the State's produce with celebrity chefs from around the world and some of the biggest names in the Australian food industry.

International guests will include **Mark Hix, Richard Fox, Rachel Allen** and **Martin Bosley** who will be joined by a strong contingent of celebrity chefs from around Australia including **George Calombaris, Matt Moran, Guy Grossi, Pete Evans, Stephanie Alexander, Justin North, Miguel Maestre, Adrian Richardson, Philippe Mouchel, Jeremy Strode, Matthew Kemp, Paul Mercurio, Matt Stone, Anna Gare, Maeve O'Meara** and local heroes **Simon Bryant, Maggie Beer, Mark McNamara, Andre Ursini** and **Poh Ling Yeow**.

Activities include cookery demonstrations, hands-on cooking classes, gala dinners and intimate lunches and dinners with celebrity chefs in some of the State's most scenic locations.

26 April – 3 May 2012

tasting-australia.com.au





Media Release

Food and wine lovers will be able to see their heroes in action and learn from the best at festival events including the Miele Chefs' Showcase, Miele Celebrity Class Acts Cookery Classes, Selector Word of Mouth and Kids in the Kitchen presented by San Remo.

The two-day extravaganza, BankSA Feast for the Senses, is once again expected to be a huge draw-card and attract more than 30,000 people to Elder Park on Saturday 28 April and Sunday 29 April.

Events South Australia General Manager Hitaf Rasheed said the 2012 Tasting Australia will be the most interactive yet and will showcase the best South Australia has to offer, from the local food and wine to the beauty of the different regions.

"Festival-goers can enjoy city-based events or get out into their own backyard and indulge themselves at intimate events in the Adelaide Hills, Barossa, Kangaroo Island, Coonawarra, Limestone Coast, Fleurieu Peninsula and Riverland."

"The official Tasting Australia program and the new look website are a great way for food and wine buffs to see all of the events on offer, get the latest information and then plan their food and wine experiences."

Tasting Australia Festival Director Ian Parmenter said, while the festival attracted the country's top chefs, it was also about embracing food lovers of all skill levels and ages.

"Tasting Australia provides the perfect platform for food and wine lovers of all ages to hone their skills, learn from the best in the business and indulge in the amazing produce for which South Australia is so well known."

"It also provides the opportunity to showcase South Australian food and wine venues, producers and our talented experts around the State."

For more information about Tasting Australia visit www.tasting-australia.com.au

For media enquiries please contact Jessica Hurt on +61 412 784 587 or email jessica.hurt@tourism.sa.com or Michelle D'Aloia on +61 417 837 896 or email michele.daloia@bigpond.com

26 April – 3 May 2012

tasting-australia.com.au

