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## THE DAILY MEAL TO SHOWCASE NSW FOOD AND WINE

Destination NSW Chief Executive Officer, Sandra Chipchase, today announced that the very best of Sydney and NSW wine and regional produce will be showcased to millions of food and wine travellers by internationally renowned, USA based food and wine authority, The Daily Meal, as part of a new partnership with Destination NSW and Tourism Australia.

The partnership agreement has already seen a media event hosted in the Daily Meal test kitchen and bar in New York City, where Chef Sebastien Archambault created a NSW-inspired menu. The Daily Meal's Editorial Director, Colman Andrews and renowned US Chef Jonathan Waxman will also travel to NSW to experience key Sydney restaurants and to visit the Hunter Valley.

"Sydney and Regional NSW are Australia's most interesting and diverse food and wine destinations, so we are delighted to welcome both Colman and Jonathan to experience some of the finest food on offer anywhere in the world," Ms Chipchase said.

"While they are here they will experience the very best food and produce that Sydney and the Hunter Valley have to offer, visiting the many world renowned restaurants, wineries and producers located in these regions.

"The New York event featured food and wine synonymous with our State, such as seafood, macadamias, lamb and citrus, which were served alongside Brokenwood Hunter Valley shiraz and semillon wines, to some of America's most influential travel, and food and wine writers.

"In addition, NSW food and wine content, including videos and images, will be shared on The Daily Meal website, which in September had 9 million unique visitors.

"Such a strong following means great exposure for Sydney and NSW as wonderful food and wine destinations," she said.

The partnership with The Daily Meal is part of NSW's contribution to the national Restaurant Australia campaign.

The Daily Meal is one of the world's leading websites, which covers food and drink topics through articles, videos, and special reports. It was founded by Jim Spanfeller who was a former Chief Executive Officer of [Forbes.com](http://Forbes.com).

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