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INTERNATIONALLY FOLLOWED FOODIES TO BE TREATED TO NSW FOOD & WINE

Thirty of the world's most influential and respected food and wine writers, broadcasters, authors, critics, reviewers and bloggers from 14 countries will be hosted in NSW next month, when they visit Australia for the national Restaurant Australia campaign event, *Invite the World to Dinner*, being staged by Tourism Australia.

The 30 key influencers from China, the United Kingdom, USA, Brazil, Singapore, Germany, France, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia and New Zealand will sample some of the best NSW food and wine producers have to offer.

Deputy Premier and Minister for Tourism and Major Events Troy Grant said: "We are delighted to welcome and host these international influencers, to showcase our country's finest food and wine experiences right here in Sydney and Regional NSW."

"Sydney and Regional NSW boast not only award winning wines and restaurants but some of the finest produce on offer, which is credit to the many farmers and growers from across the State," he said.

The influencers, many of whom hail from NSW priority visitor markets, include:

- Eric Ripert (USA) - from Emmy award-winning television program *Avec Eric*, a regular guest judge on Bravo's *Top Chef* and a co-owner and executive chef of three-star Michelin restaurant Le Bernadin in New York.
- Xanthe Clay (UK) - a freelancer and food columnist for the Daily Telegraph, the new Academy Chair for The World's 50 Best Restaurants and current President of the Guild of Food Writers in the UK.
- Yifan Liu (China) - Executive Chef of Fairmont Peace Hotel and previous *MasterChef China* judge.
- Mr Takuro Tatsumi (Japan) – actor, wine lover and host of BS Japan TV's *Wine Romanticism* program.

During their time in NSW the 30 influencers will experience wine and cheese tasting in Australia's oldest wine region, the Hunter Valley, dine amongst the beautiful World Heritage Blue Mountains, and enjoy a meal at NSW's regional restaurant of the year during a tour of the Southern Highlands. They will also explore local produce including seafood along the Legendary Pacific Coast, and oyster shucking along the State's famous Oyster Coast.

Destination NSW Chief Executive Officer, Sandra Chipchase, said hosting these 30 international influencers would help to further cement the State's reputation as a top international food, wine and boutique beer producer.

"I know the quality of NSW food and wine will impress this group of discerning palates, and I am sure these influencers will also be blown away by the creative culinary offerings from some of our most innovative chefs, as they dine in Sydney's top restaurants, which offer breathtaking views of our Harbour City," Ms Chipchase said.

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