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NSW FOOD AND WINE SHOWCASED TO LUXURY TRAVELLERS

A NSW food and wine supplement will be showcased to more than 100,000 readers when this month's national *Luxury Travel* magazine hits the news-stands today.

Deputy Premier and Minister for Tourism and Major Events Andrew Stoner said: "Partnering with magazines such as *Luxury Travel* provides the opportunity to showcase our tourism industry to a large readership and encourages readers to consider taking a holiday in NSW."

"NSW has a rich ethnic diversity which has provided us with a vast array of exciting and multi-cultural cuisines for our visitors and locals to enjoy, many of which are being served up in remarkable and picturesque locations," he said.

Destination NSW Chief Executive Officer Sandra Chipchase said: "The 26-page supplement in the summer edition of *Luxury Travel* magazine, will give readers a taste of some of the best food and wine experiences you can have around Sydney and throughout Regional NSW, including where to get the juiciest cherries, the best NSW wine varieties and the most delicious oysters."

"Food and wine is one of our State's greatest assets and the range and quality of our produce is second to none, so Destination NSW leapt at the opportunity to share all our great produce, producers and places to eat with the rest of Australia.

"The supplement complements other activities being undertaken by Destination NSW, such as the production of *New South Wales Wine Country*, a new 128-page informative coffee table book which promotes the State's 14 wonderful and varied wine regions to Australia and the world.

"Great food, wine and local cuisine is a major factor in holiday decision making and ranks ahead of world class beauty and natural environments, so it's very important we showcase some of the great experiences on offer here," she said.

Destination NSW regularly works with national and international magazines to promote tourism experiences and attractions in NSW. Most recently, Destination NSW partnered with *Out & About with Kids* magazine to highlight the family-friendly activities available in NSW.

"NSW is full of hidden gems for families to discover and enjoy together, whether you are after a beach, bush, snow, city or Outback experience – we have it all," Ms Chipchase said.

Media Release



“*Out & About with Kids* has a readership of 120,000 and is distributed Australia-wide. The supplement, which is in the summer edition, is also available as an e-book, which can be accessed through the magazine’s website,” she said.

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