



MEDIA RELEASE - DRAFT

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LYNDEY MILAN'S *TASTE OF AUSTRALIA* CELEBRATES REGIONAL NSW

Minister for Tourism and Major Events, George Souris, today announced that NSW has secured the production of Lyndey Milan's new television series, *Taste of Australia*, which will showcase unique food and wine travel destinations in regional NSW.

"I am delighted that Lyndey Milan will present outstanding NSW regional food and wine destinations as the first feature in her new *Taste of Australia* television series."

"She is one of Australia's most recognised food and wine personalities and is a renowned ambassador for excellence in gourmet travel. Regional NSW produces some of the finest foods and wines in the world, so this is a perfect combination."

"Lyndey will feature seven unique areas of regional NSW, including the Hunter Valley, Orange, Albury, Port Macquarie, Armidale and Tamworth, the Snowy Mountains and the South Coast."

"Over nine episodes, Lyndey will introduce viewers to a vibrant and diverse mix of NSW chefs, winemakers, farmers and restaurateurs. Lyndey will feature emerging wine makers in the Hunter Valley, which was recently named best wine traveller destination in Australia in the *TripAdvisor 2012 Readers' Choice Wine Destinations Awards*.

"Lyndey will take viewers behind the scenes to meet local producers of organic fruit, vegetables and meat, local farmhouse cheeses, unique smokehouse products and sourdough breads which complement regional NSW's fine wines."

Destination NSW CEO, Sandra Chipchase, said: "NSW is proud to have Australia's oldest and newest food and wine regions, which makes it the Premier State for international and local visitors seeking first class gourmet holidays.

"*Taste of Australia*, to be presented by Lyndey Milan and distributed by Naked Flame Productions, will encourage viewers to visit NSW to experience our wonderful regional food and wine areas. The series will also highlight regional NSW's vibrant attractions, unique accommodation and will celebrate our gourmet producers. Destination NSW is delighted to have secured this Australian first for NSW." Ms Chipchase said.

Lyndey Milan said she was looking forward to meeting a wonderful range of local chefs, producers and wine makers throughout NSW.

"With three episodes already filmed in Orange, Albury and Capital Country, I can't wait to start production for the next five regional features. NSW has an outstanding reputation for unique food and wine regions, and developing world-class produce. *Taste of Australia* will bring an international audience to the best that regional NSW has to offer."

Taste of Australia will be distributed to domestic and international television markets, including China, South East Asia and the UK, for broadcast in 2013.