



GREAT SOUTHERN  
DEVELOPMENT COMMISSION

## MEDIA RELEASE

Our Ref: T15:0032

2 February 2010

Attention: News Editor

## SOUTHERN TREAT

Wine and food from the Great Southern will tempt the palates of an influential group of British wine aficionados this month.

The UK Wine Flight, a group of 45 UK wine buyers and media personalities, will visit Western Australia to sample the local products.

The Great Southern Development Commission (GSDC), through its role as regional facilitator for TradeStart and in partnership with the Wine Association of Western Australia, will host the group on Sunday 7 February at a welcome dinner in Perth exclusively featuring Great Southern wine and produce.

GSDC Chief Executive Officer Bruce Manning said the degustation dinner would provide a great opportunity for the 14 participating Great Southern wineries to market their wines to the group.

“Wineries, particularly those with exposure to export markets, are facing difficult conditions in the wake of the global financial crisis,” Mr Manning said.

“Extra marketing effort is essential for Great Southern producers to hold their own and make gains in wine exports.



**Ray 'Oysters' Kilpatrick with a plate of the local delicacies sure to delight the taste buds of the UK Wine Flight participants.**



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“The Wine Flight dinner, with exclusive use of Great Southern produce paired with Great Southern wine, will highlight the richness and diversity of our region to a highly influential UK buyer and media group.

“Wines representing each of the Great Southern’s five wine sub-regions will be presented,” Mr Manning said.

The evening will start with an informal trade tasting followed by the degustation dinner, which will follow a menu crafted by restaurateur and Tourism WA Chairman Kate Lamont.

Local delicacies including seasonal produce and oysters will feature, all of it readily available at Great Southern markets.

The produce will be collected in Albany on the morning of the dinner event and driven directly to Lamont’s restaurant in East Perth where it will be prepared for the UK Wine Flight participants.

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