

TASTING AUSTRALIA

Media Release

Wednesday, 29 August 2019

SOUTH AUSTRALIAN BUSINESSES INVITED TO JOIN TASTING AUSTRALIA

2020 EVENT APPLICATIONS NOW OPEN AT TASTINGAUSTRALIA.COM.AU

Tasting Australia has opened applications for its 2020 program, offering South Australian businesses the opportunity to associate with Australia's pre-eminent eating and drinking festival.

On the back of a record-breaking year where it was named one of the 10 must-travel-for food festivals on the planet by *Fodors*, Tasting Australia is again inviting businesses in **Adelaide** and across **regional South Australia** to contribute exciting and interactive experiences for locals, interstate and international visitors.

In 2019, the festival saw its most popular edition with 160 events across 10 days, seeing more than 11,000 interstate and international visitors come to South Australia for the festival and generating \$5.5 million in economic impact.

Many local businesses saw great success with their events, with over 7,626 associated event tickets sold and 100 events running a total of 200 sessions.

Chad Hanson of *Electra House* – who recently won the Australian Hotels Association SA's coveted Best Restaurant Award in the General Division Metropolitan – highlighted the fantastic opportunity their Tasting Australia events provided to bring people back into the hotel and restaurant.

"For us, it's been an incredible partnership with Tasting Australia over the last two years," Mr Hanson said.

"That time of year is a vibrant time in the CBD, but a lot of other events often draw away from people's venues. So, it made perfect sense to put something on during Tasting Australia to draw people back to the business and to create something unique as a calling card.

"Plus, it gave us the chance to try something out of the norm!"

The masterclass – hosted by Chef Josh Kim and paired with wines from Sidewood Estate – was so popular it sold out in a matter of days. A second and third sitting of the event was put on to keep up with the demand.

"The feedback we received from the interactive elements were great. People were calling back saying how much they loved it, the skills they took away were great and we even gave them a laminated recipe to keep so they could keep practicing at home."

TASTING AUSTRALIA

For **Festival Director Simon Bryant**, Tasting Australia's ever-growing reputation for offering inimitable events is an opportunity local business can take to a new level.

For him, the best events are those that create a moment in time and businesses are encouraged to think outside the box when developing immersive and exclusive opportunities to entice visitors in 2020.

"We want to see businesses creating an event that is unique and almost unrepeatable," he said.

"Guests want to be shown your world! What you walk through every day and think nothing of – that is just amazing to Tasting Australia patrons, and what people from around Australia and the world travel to taste and experience."

The 2019 Tasting Australia saw 100 Associated Events delivered across a range of venues, price points and regions. Around 30 percent of those events were free or under \$15. Tasting Australia runs from **Friday 27 March – Sunday 5 April 2020**.

To apply, visit tastingaustralia.com.au/getinvolved. Applications close **Friday 25 October 2019**.

Key Dates:

- 29 August: Event applications open
- 25 October: Event applications close
- 29 October: Applicants notified of acceptance
- 27 March – Sunday 5 April 2020: Tasting Australia

Media Contact:

Executive Director of Events South Australia, Hitaf Rasheed
Hitaf.rasheed@sa.gov.au | 08 8463 4712

Event Enquiries:

Senior Event Coordinator, Madeline Burke
madeline.burke@sa.gov.au | 08 8463 4585