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### **Record attendance during 'Shoalhaven Coast 2009 Winter Wine Festival'**

**9 June 2009** – The Shoalhaven Coast Winter Wine Festival – the premier food and wine event on the South Coast - broke all records for attendances over the June Long Weekend.

Rajarshi Ray, President of the Shoalhaven Coast Wine Association (SCWIA) said “We were amazed at the turn out right across the long weekend – local; regional and interstate visitors made the Shoalhaven the place to be over the long weekend – and all our visitors commented on the buzz and the quality of wines”.

“Visitations were up almost 50% on the previous year. The reality is that even amongst all this economic ‘doom and gloom’ good quality events attract visitors to the region – and the 2009 Winter Wine Festival has definitely put the region on the map for food and wine lovers alike. This event further show cases to the rest of Australia our great wine and produce, and the truly beautiful part of the world that we live in – and we are thrilled with the ongoing success of the Festival” he continued.

The Shoalhaven Wine Region extends from Kiama to the north to Bawley Vale to the south, and all wineries reported record visitations. However, in the end, it wasn’t just the wineries that prospered – retailers in towns from Gerringong through Berry down to Milton/Uludalla reported record turnover also – with one commenting ‘it was just like the week before Christmas’.

The 2009 Festival marks the fifth year for the event, and has grown over 50% year on year since its inception. The largest food and wine event on the South Coast, it has become a must visit event on the annual food and wine calendar and is held over the June Long Weekend annually – and in 2010 will be held on 5<sup>th</sup> to the 7<sup>th</sup> of June.

- Ends -

#### About Shoalhaven Coast Wine Region

The Shoalhaven Coast is Australia’s 95<sup>th</sup> declared wine region, although it is also one of the oldest grape growing regions tracing its history to the early 1800’s. Now comprising over 20 grape growers and 16 accompanying wineries and cellar doors, it is one of the fastest growing and awarded wine regions having gathered more than 1,000 medals and trophies. For more information about Shoalhaven Coast Wine Region, visit [www.shoalhavencoast.com.au](http://www.shoalhavencoast.com.au)

#### About the Shoalhaven Region

Imagine watching the mist rise over Kangaroo Valley or walking barefoot along the whitest sand in the world. Imagine discovering a ruined lighthouse and that evening enjoying fresh sea food and a bottle of crisp local wine. Book your romantic beak in the Shoalhaven, online [www.shoalhavenholidays.com.au](http://www.shoalhavenholidays.com.au) or 1300 662 808.

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**For further Winter Wine Festival media information please contact** Rajarshi Ray, President Shoalhaven Coast Wine Industry Association on 02 4448 6082 or Linda Marquis, SCWIA Co-ordinator at [marquis@southernphone.com.au](mailto:marquis@southernphone.com.au)

**For further media information on the Shoalhaven please contact** Tom Phillips, Tourism Manager, Shoalhaven City Council on 02 4429 3248