

MEDIA RELEASE – 19th October

New Food and Wine Touring Maps for Gippsland

Destination Gippsland is developing a suite of Gippsland Food and Wine Touring Maps in partnership with Gippsland's Food and Wine Sector.

State Government funding support for the maps was recently announced by Minister Pandazopoulos at the launch of the 'Inspired by Gippsland' tourism campaign.

A steering group of experienced wine and food producers from each Gippsland sub-region has engaged Jo Moulton of JAM Creative and Strategic Management Services to manage the development of the maps, which are planned for delivery in December.

Mr Chris Buckingham, Chairperson Destination Gippsland said: 'The maps will produce a much needed guide for visitors to the region, encouraging them to 'slow down' and get off the beaten track'.

The maps will complement the *Inspired by Gippsland* campaign and encourage visitors to savour the rich diversity of food and wine experiences on offer in the region.

Ms Jo Moulton said: 'We are interested in working with businesses who are committed to providing a memorable visitor experience. Gippsland offers some great food and wine experiences which will stand out on the maps.'

The Food and Wine Touring Maps will feature operators that promote quality regional produce and wines and are open for business at times that cater to visitors/ consumers

Subscribers may include cafes, restaurants, wineries, bakeries, coffee shops, hotels, delicatessens, butchers and fishmongers, art galleries with quality food and wine outlets, accommodation with quality regional catering facilities/services, Farmers Markets, food and wine trails and quality farm-gate experiences.

It is envisaged that each map will present the greater Gippsland map, a guide to food and wine touring of the region and, on the flip side, a sub-regional guide with insider tips to the best food and wine touring experiences available during different seasons.

Mr Buckingham added: 'The primary target audience is people, aged 45-64, living in Melbourne and Canberra and who are defined by their love for being in nature.'

'With the launch of the new Gippsland Brand Campaign we are now rolling out a series of tactics that will help support the campaign. 'Inspired by Gippsland' is a natural fit with the great food and wine on offer in the region.'

Ms Moulton concluded: 'We plan to get the maps produced and distributed by the end of December. As the development and production timeframe is tight, we are asking subscribers to express interest promptly to avoid being left out of the first edition.'

Regional producers and food and wine outlets interested in participating in the maps, should contact their local food, wine or tourism association for more information, or get in touch with Jo Moulton directly.

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