



## **MEDIA RELEASE**

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### **Bendigo and Heathcote wines head to Federation Square**

Seventeen wineries from across the Bendigo and Heathcote wine regions will be heading to Melbourne tomorrow for the Federation Square Victorian Wine Regions Showcase.

The wineries will be offering tastings to a large crowd of savvy, wine enthusiasts in a stunning setting within the Federation Square complex. The tasting sessions will be held over two evenings, Wednesday 6 and Thursday 7 July from 4.30pm to 8.30pm.

Wine lovers have the opportunity to explore Victoria's different wine regions every month. They get to rub shoulders with the winemakers, enjoy the latest offerings from their cellar door and help judge the "People's Choice" for best wines.

"Our two wine regions have been thrilled by the success of this event in the past and are encouraged each time by the large, discerning wine crowds that attend," said Kathryn Mackenzie, Executive Manager Tourism, City of Greater Bendigo.

This week's event is themed Big Reds for Winter and will feature top wines from Bendigo, Heathcote, Sunbury, Murray Darling and Swan Hill. From world-renowned shiraz to the lip-smacking cabernet sauvignon, these are big reds that demand to be taken seriously!

"To complement the great wine from Bendigo and Heathcote, we'll also be profiling some local food produce to encourage the crowds to visit Bendigo for a spot of food fossicking, to visit cellar doors and to see one of the up and coming exhibitions at Bendigo Art Gallery," said Ms Mackenzie.

"The patrons at this popular Melbourne event are perfectly suited to what Bendigo has to offer in the next 12 months - it's the ideal target market for promoting our region."

Participating wineries from Bendigo Wine Region include Blackjack, Glenwillow, Harcourt Valley, Mount Alexander, Rivergate, Sandhurst Ridge, Turners Crossing and Waterwheel. From the Heathcote Wine Region there will be Buckshot Winery, Flynn's Wines, Hanging Rock, Munari Wines, Peregrine Ridge, Sanguine Estate, Shelmerdine Vineyard, She-Oak Hill Vineyard and Tellurian Wines.

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