



media release

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Tasting Australia dances its way to a record breaking event

With just a matter of days before the first cork is popped and the first morsel is savoured, Tasting Australia, the nation's premier food and wine festival on 29 April – 6 May, is on track to be a record breaker.

"With many new events and record bookings, the 2010 Tasting Australia festival is set to be the biggest yet," said Ian Parmenter, Tasting Australia Festival Director.

"Leading food and wine media and celebrity chefs will be heading to Adelaide for eight days to sample, savour and celebrate the wonderful produce South Australia has to offer.

"I am delighted to confirm a new addition to our already full culinary dance card, as dancer, choreographer, actor and TV presenter Paul Mercurio of *Strictly Ballroom* fame will be joining us in Adelaide to take part in the Tasting Australia festivities".

Paul Mercurio will take part in the FREE Miele Cooking Demonstrations and IGA Kids in the Kitchen classes at the BankSA Feast for the Senses presented by the LifeStyle FOOD Channel in Adelaide's Elder Park on 1 and 2 May.

Mercurio is just one of the stars of Tasting Australia and will be joined by international foodies Antonio Carluccio, Rosemary Shrager and Antony Worrall Thompson and Australia's own Shannon Bennett, Ben O'Donoghue, Pete Evans and Stephanie Alexander among others.

"The BankSA Feast for the Senses presented by LifeStyle FOOD Channel will be a wonderful, fun, free, family weekend," said Parmenter.

"Rub shoulders with Tasting Australia's celebrities, enjoy terrific food and wine and watch our TV stars cooking up a storm. And if you're a footy fan, you can enjoy all this while watching the Crows vs. Power Showdown on an open air screen on the Saturday".

The 2010 Tasting Australia festival has already started to set new records. Over 90 food and wine exhibitors will showcase their wares at the BankSA Feast for the Senses and there have been more entries than ever before in the 2010 Le Cordon Bleu World Food Media Awards, which will be held in Adelaide on 3 May.

"With many of the celebrity lunch and dinner programs, cooking classes and demonstrations already SOLD OUT and other programs filling fast, I'd encourage food fans to plan their event itineraries now," said Parmenter.





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Visit www.tasting-australia.com.au to plan your event experience now. Tasting Australia will be held in Adelaide and regional South Australia from 29 April – 6 May 2010.

For further information contact Michele D'Aloia on 0417 837 896 or michele.daloia@bigpond.com

