



REGIONAL ALERT

Adam Liaw, Masterchef winner, to appear at 'CRUSH 11'

The Adelaide Hills Wine Festival Crush committee is excited to welcome Adam Liaw, Masterchef 2010 winner, as he joins local producers, winemakers and Adelaide Hills personalities in celebrating everything vibrant the character-driven region has to offer at Crush 2011.

The strategic move to raise the national profile of Crush 2011 to food and wine loving consumers around Australia comes as Crush celebrates its eighth year in January.

"Each year sees Crush grow just that little bit more and with increasing popularity comes the necessary strategic approach to growing the event to be bigger and better than ever!" Executive President, Ms Sue Bell, says.

As part of the arrangement Adam will:

- Make an exclusive appearance at Crush 2011
- Develop a range of recipes to support media materials
- Provide quotes on what he loves most about the region
- Provide one exclusive interview to a national magazine on his love for the region with a supporting photo shoot (if location permits)

"A relationship with Adam and an appearance by him on the day will build on the foundations we've established in the past seven years and help us achieve our goal of reaching a national audience to increase interstate visitors and a broader audience to the event," Ms Bell says.

The region is encouraged to get behind the fresh approach. "The chance to meet the winner of 2010 Masterchef and hear, in person, what he loves most about the Adelaide Hills will be a unique opportunity for the public" Ms Bell says.

"It's certainly an exciting lead up to the event for 2011 and we encourage the region to make the most of Adam's support and embrace this exciting step forward," she says.

Crush wine festival will run from the 24th until the 30th of January 2011. For more information please contact Sue Bell, Crush Committee, 0416 271 328.