

Adelaide Hills Crush FESTIVAL 2012

Embrace The Stylish Alternative at Crush 2012

The Adelaide Hills Wine Region invites you to celebrate “Crush 2012... The Stylish Alternative”, as stunning wines are vibrantly matched with art, music and fashion throughout the region from January 27 – 29.

Held annually, the Crush Wine and Food Festival 2012 will be an event like never before as each of the 43 cellar doors participating embrace the regions style in their own unique way. Festival-goers will be offered a number of experiences at the festival, including photography exhibitions, fashion parades, live sculpture, street art and live DJ's.

“As a region we are excited to be working with such a wonderful range of artists, fashionistas and musicians to add an edge to this great festival. The beautiful Adelaide Hills always comes alive for Crush and our 2012 event is sure to give visitors the chance to discover something a bit different,” says Adelaide Hills Wine Region President, Darren Golding.

“We invite wine and food enthusiasts as well as lovers of music, fashion and art to enjoy the incredible range of talent we will have on display at cellar doors. These edgy affiliations match perfectly to the stylish wine and food in the region and promise to make a memorable weekend,” adds Darren.

The Crush Wine and Food Festival will celebrate its 9th year in 2012, and whether you decide to play some croquet, wander the craft and jewellery stalls, indulge in a beautiful degustation lunch or relax to live music the festival will have something on offer for every taste and is not to be missed.

During January, Adelaide Hills wine makers will bring their varietals to life as wine enthusiasts, both locally and from around Australia, are invited to get online for ‘Signature Styles of the Hills’ virtual wine tastings in the Adelaide Hills interactive Wine Room. Visitors to the Wine Room can simply pre-purchase packs of wine and then log on to discuss tastings from the comfort of their own home.

For further information on Crush 2012, the Wine Room or to download a full brochure of activity please visit www.crushfestival.com.au

- End -

Follow us on twitter at @AHWineRegion and #Crush2012 or on Facebook at www.facebook.com/adelaide.hills.wine

For more information please contact:

Laura Peters Professional Public Relations **P:** 08 8233 5931 **M:** 0404 976 299 **E:** laura.peters@ppr.com.au

About the Adelaide Hills Wine Region

The Adelaide Hills is Australia's most vibrant cool climate wine region. With over 90 wine labels and 48 cellar doors, it is acknowledged internationally for its distinctive premium wines, viticulture and stunning scenery.



October 2011

Adelaide Hills crush FESTIVAL 2012

The region is located in the Mount Lofty Ranges east of Adelaide, the capital city of South Australia. Stretching in a narrow band approximately 70km long, the highest vineyards are sited between 600-650 metres altitude in areas such as Crafers, Summertown, Piccadilly and Carey Gully.

The Adelaide Hills is one of the largest geographical wine regions in Australia, and amongst the most diverse in terms of climate, soil and topography. The region consists of two registered sub-regions, Lenswood and Piccadilly Valley.