

Adelaide Hills Crush FESTIVAL 2012

Record crowds at the Crush Wine and Food Festival

Record crowds of more than 12,000 enjoyed a stunning mix of wine, food, art, music and fashion at the Adelaide Hills Wine and Food Festival, Crush 2012... The Stylish Alternative.

Held Sunday 29 January the annual event saw the region embrace offer a range of unique art, fashion, music and culinary creations. There was something for everyone as guests paired wine and food with photography exhibitions, live sculpture, DJ's, fashion parades, makeovers and much more.

Adelaide Hills Wine Region President, Darren Golding, felt the lead up to this year's event held more anticipation than previous years.

"The Adelaide Hills Wine Region looks to our annual wine and food event each year as a chance to showcase our unique cool-climate wines throughout the beautiful Adelaide Hills. This year's Stylish Alternative theme, embracing art, fashion and music, gave venues the chance to add something unique to the event and with that came a sense of excitement leading into the day.

"With so many wineries involved and such a range of activities on offer this year we felt sure it would be a memorable few days but we are more than pleased to announce a record breaking turnout for Crush. It's great to see this support and this year there was something for everyone to enjoy, as well as a chance for all to have a relaxing fun day," said Darren.

Celebrating its ninth year in 2012, Crush Wine and Food Festival offers free entry and boasted a range of art, music and fashion events at more than 30 cellar doors, restaurants and hotels throughout the Adelaide Hills Wine Region.

For further information on Crush 2012, to receive updates on regional activities or information leading into Crush 2013 please visit www.adelaidehillswineregion.com.au

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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.

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.