

March 2014

MEDIA RELEASE

## THE SEARCH FOR ADELAIDE'S BEST PALATE BEGINS!

Wine lovers are invited to put their palates to the test at this Friday's giant wine showcase on Leigh Street in the city.

Dozens of Adelaide Hills winemakers will be pouring premium drops for the public between 4.30 and 7pm.

Adelaide Hills Wine Region Chief Executive Robin Shaw says the association's new 'My Palate Rules' competition will add a unique edge to the event.

"We all know that sharing a glass of wine can be an enjoyable and social activity but, just as we're seeing in the food world, more and more people are keen to test their wine knowledge with a bit of a challenge," Robin said.

"The 'My Palate Rules' competition will test enthusiasts' abilities to recognise the variety, vintage and even producer of some of our premium Adelaide Hills wines so, while it'll be lots of fun, it'll also be a real test of skill!

"We're very excited about the prospect of discovering Adelaide's Best Palate as, to the best of our knowledge, there's never been a public test quite like this here before.

"The winner will receive a premium Adelaide Hills wine and food experience package and will retain their title until the next 'My Palate Rules' event at the Tasting Australia Festival Hub in May, where the title will be up for grabs again!"


All visitors to Leigh Street will be able to buy a \$5 commemorative wine glass and then choose from a diverse array of premium, cool climate wines, with the option of entering the competition.

Wines for sale by the glass will include new release and old favourite red, white and sparkling varieties, trophy and gold medal winners, plus organic and wild ferment wines. Bottles will also be available for takeaway sales.

Participating wineries include ArtWine, By Jingo! Wines, Chain of Ponds Wines, Golding Wines, Honey Moon Vineyard, Howard Vineyard, Jericho Wines, K1 by Geoff Hardy, Karrawatta, Lobethal Road, Longview Vineyard, Mike Press Wines, Mt Lofty Ranges Vineyard, Murdoch Hill, Nepenthe, Ngeringa, Norton Summit Vineyards, Petaluma, RockBare, Scott Wines, Shaw + Smith, Sidewood Estate, Top Note and Wicks Estate.

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**Event Details:**

**4.30pm - 7pm**

**Friday 21 March 2014**

**Leigh Street, Adelaide**

**\$5 entry with sales by the glass and bottle**

Participation is for over 18s only.

Hashtags: #MPR #AdelHills #leighstreet

This event is proudly supported by Primary Industries and Regions South Australia (PIRSA).

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