



MEDIA RELEASE

December, 2009

Get an exclusive preview of the year's most outstanding Australian wines at the 2010 Sydney Royal Wine Show Cellar Tasting

Hosted by Peter Bourne

Public event: 11am – 4pm, Saturday 13 February 2010
Southee Complex, Sydney Showground, Sydney Olympic Park

After four days of judging, the cellar doors of the Macquarie Group Sydney Royal Wine Show will open exclusively to 600 members of the public from 11am until 4pm on Saturday 13 February for the **Sydney Royal Wine Show Cellar Tasting**.

Boasting a distinguished history of over 180 years, the Macquarie Group Sydney Royal Wine Show has earned its reputation as one of the premier events on Australia's wine calendar, and prides itself on the high judging standards of experts such as Brian Croser, James Halliday, the late Len Evans and the current Chairman of Judges, Iain Riggs.

The cellar tasting will be hosted by "The Wine Man" himself – Peter Bourne. Renowned for his exceptional wine knowledge and contagious enthusiasm for all things vinous, Peter is sure to inspire attendees with expert advice learned from close to 30 years in the business.

An additional highlight of the 2010 Cellar Tasting is the Glass Tutorial being offered by well known glassware company Riedel. The Tutorial costs \$79.95 per person and includes a 60 minute information session about Riedel products, proper wine glass usage, helpful tips about wine tasting and four Riedel Vinum glasses valued at \$189 which are a gift for taking part in the tutorial.

The Cellar Tasting will also provide wine lovers with an exclusive opportunity to sample the newly awarded gold, silver, bronze medal and trophy winning wines under one roof. For the first time the Cellar Tasting will also include a selection of medal winning gourmet products from the Fine Food Show and Cheese and Dairy Produce Shows for sample and purchase. A free tutorial will also be on offer providing patrons with an insight into the judging system, new varietals and trends, and how to taste wine like a judge. As a bonus, all patrons attending the 2010 Cellar Tasting will receive a unique Riedel wineglass to take home as a memento of the day.

Cellar Tasting tickets cost \$65 per person and include the following:

- Unlimited tastings of over 2300 Australian wines including the trophy and medal winners
- Entry to an exclusive Judges' Tutorial where you will learn about the judging process, new varietals and trends, and most importantly, how to taste wine like a professional
- A Riedel Wine glass to take home
- Opportunity to book into a Riedel Glass Tutorial for \$79.95 that includes 4 Riedel Vinum glasses
- Tasting of Sydney Royal medal winning food products
- Macquarie Group Sydney Royal Wine Show Results Catalogue

Tickets are available for purchase online from 6 January 2010. Go to:

www.sydneyroyalshows.com.au/wine

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A division of the **Royal Agricultural Society of NSW** ABN 69 793 644 351

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EVENT DETAILS	
Event	Sydney Royal Wine Show Cellar Tasting
Date	Saturday 13 February 2010
Time	11am – 4pm
Host	Peter Bourne
Location	Southee Complex, Sydney Showground Cnr Showground Road and Grand Parade Sydney Olympic Park, NSW
Price	\$65 per person
Tickets	Only available for purchase online from 6 January 2010. Visit: www.rasnsw.com.au
Riedel Glass Tutorial	To book into the Riedel Glass Tutorial, phone (02) 9966 0033 , or email info@rsnaustralia.com.au
Further information	wine@rasnsw.com.au or phone Mahalia Hicks on (02) 9704 1218

The Cellar Tasting is proudly sponsored by The Pullman Hotel Sydney Olympic Park and Riedel.

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