



**Sea &
Vines
Festival**

June
10-12 17

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MEDIA RELEASE

13 June 2017

25TH MCLAREN VALE SEA & VINES FESTIVAL – A TOAST TO THE REGION

McLaren Vale played host to record numbers as the annual McLaren Vale Sea & Vines Festival celebrated a 25-year birthday over the June long weekend.

Toasting to regional produce and premium wine, the celebration included more than 50 unique events held at 25 venues across McLaren Vale.

Diversity of event offering showcased the very best of the region's immersive experiences with Saturday's events perfectly suited to culinary appetites that favoured long lunches, wine flights, gourmet food truck fare and cooking demonstrations, Sunday is touted as the 'ultimate wine tour' with Sunday Experience ticket-holders enjoying three sessions at three different winery destinations and Monday's public holiday event line-up was especially suited to families with children.

With a mild 17 degrees, minimal wind and no rainfall across the weekend – visitors to the region enjoyed festivities outdoors.

Working in collaboration with SAPOL and Liquor licensing to ensure community and patron safety, McLaren Vale Grape Wine & Tourism Association General Manager, Jennifer Lynch is pleased with the attendance and behavior of patrons that travelled to join in the celebrations.

"Feedback from participating wineries, local business and Festival-goers has been positive, with many events sold out across the program and crowds well behaved," said Ms Lynch.

"The Festival has been a perfect showcase of regional collaboration, with cellar door operators, chefs, transport and accommodation businesses banding together to ensure an exceptional storytelling experience for visitors. Adelaide's inclusion in the Great Wine Capitals of the World Network has reinforced the importance of wine tourism and the Sea & Vines Festival is a great vehicle to strengthen our region and also our State's global reputation for premium food and wine."

For further details and event information, please visit seaandvines.com.au

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