

Jodi McKay

Minister for Commerce
Minister for Tourism
Minister for the Hunter
Minister for Science and Medical Research



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Hunter Valley wines uncorked in Sydney promotion

Minister for Tourism and Minister for the Hunter Jodi McKay today launched *Pymont Uncorks the Hunter Valley*, promoting Hunter Valley wines in Sydney.

Ms McKay said the promotional festival will be held over 12 days (30 September - 11 October) as part of Crave Sydney.

“The New South Wales Government is a proud supporter of this new festival and has contributed \$15,000 to the Hunter Valley Wine Industry Association for the promotion of this festival,” Ms McKay said.

“The Hunter region is one of Australia's top wine growing areas, producing 31 million litres of wine each year valued at more than \$230 million.

“This is a great opportunity to promote one of Australia’s oldest wine regions to Sydneysiders and visitors through some of Pymont’s top restaurants.

“*Pymont Uncorks the Hunter Valley* will promote the Hunter Valley region, boosting its reputation for first class food and wine amongst Sydneysiders and increasing its exposure in the important Sydney market.”

Ms McKay said *Pymont Uncorks the Hunter Valley* is also ensuring that people visiting Sydney during the Crave Sydney festival, experience the best of what our regions have to offer.

“Crave Sydney, which kicks off on the 1 October, celebrates 31 days of dining, art and outdoor lifestyle,” Ms McKay said.

“Tourism NSW has worked with industry to develop a tourism campaign promoting travel to Sydney during Crave Sydney.”

Pymont Uncorks the Hunter Valley will feature a series of Wine Match Dinners and a special Hunter Valley wine and food experience with 20 winemakers showcasing over 100 different wines on Sunday October 11.

For more information visit www.pymontuncorksthehunter.com/uncorked.html
