



New South Wales Government

The Hon Steve Whan MP
Minister for Emergency Services
Minister for Small Business

NSW GOVERNMENT HELPS NORTHERN INLAND NSW PRODUCERS EXHIBIT AT RESTAURANT 09

August 10, 2009

The NSW Government is supporting eight fine food producers from the Northern Inland region to exhibit their produce at the Restaurant 09 trade show in Moore Park from 10 – 11 August, the Minister for Small Business Steve Whan said today.

Mr Whan said the Restaurant 09 trade show is an ideal venue for the Northern Inland producers to brand themselves in terms of their food and wine.

“The trade show follows on from the region's very successful display of products at Parliament House last year,” Mr Whan said.

“Support for the producers continues the NSW Government's commitment to the development of regional food and wine industries across regional NSW,” he said.

Mr Whan congratulated the Northern Inland Regional Development Board and the Regional Tourism Organisation for supporting food and wine branding.

He said the Board is currently compiling the next edition of its successful *Food and Wine – Northern Inland NSW* brochure due for release shortly.

“The fine food producers will also have an opportunity to spotlight New England Australia, the country's newest internationally-recognised wine producing region at the Restaurant 09 trade show,” Mr Whan said.

The eight fine food producers from the Northern Inland region are being assisted by the Department of State and Regional Development.

EIGHT FINE FOOD PRODUCERS

Four wineries and four food producers are attending the Restaurant 09 trade show in Moore Park.

Anita Johnson of **Thomas New England Estate Wines** said she “feels privileged to be able to showcase our distinctive wines to the connoisseurs who are providing Sydney with fine dining.... We hope to establish a rapport with the best in the metropolitan area”.



New South Wales Government

The Hon Steve Whan MP
Minister for Emergency Services
Minister for Small Business

Russell Sydenham of **Arc En Ciel Trout Farm** is looking at Restaurant09 to launch his latest products, Mountain Pepper infused Trout Caviar and Ginger infused Trout Caviar.

Dan Morice of **Hereford Prime** sees the exhibition as an avenue to consolidate and build on contacts with his premium Hereford Prime product.

John Almond of **Melville Hill Estate Wines** sees Restaurant09 as an opportunity to expand contacts and sales of their table wines into Sydney.

Bob Minton from **The Coffee Bean** in Tamworth plans to target his coffee products at the Sydney coffee shop market for both wet and dry sales.

Peter Zappa of **Zappa Wines** is exhibiting at Restaurant09 to increase sales into the Sydney market. He plans to target restaurants, wholesalers and other exporters.

Margi Kirkby of **Gwydir Grove** is looking to expand olive oil sales into Sydney at Restaurant09. Ms Kirkby is targeting the smaller food service providers, cafes, restaurants and delis.

Paul Knight of **Lynch's Lane Wines** said his involvement in Restaurant09 will help him target Sydney restaurants and give him exposure to a large market not normally accessible without the assistance offered.

For more information on the Department's programs, visit www.business.nsw.gov.au/region

Contact details for interviewing the above exhibitors is available upon request