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For immediate release

Year round celebrations with new Taste Riverina format

Visitors and locals can now enjoy the best of Riverina produce any time of year with Taste Riverina being transformed into a 12-month calendar of delicious food and wine events across the region. Formerly a month-long festival in October only, the new year round format will kick off on Sunday 8th April at the Piccolo Family Farm's *Autumn Festival*.

"Taste Riverina has been so successful that we've decided to extend it to a year-round celebration of the region's remarkable produce. This opens the doors for seasonal events and experiences at any time of the year," said Mr Craig Sinclair, Chair of the Taste Riverina committee.

"This exciting development means that operators and organisations across the Riverina that want to be included in the Taste Riverina calendar can register their event now or at any time that suits them," said Mr Sinclair.

"The one thing that remains the same is our commitment to Riverina grown and made produce. Wherever you see the Taste Riverina logo, you can be assured that the event serves local produce almost exclusively," said Mr Sinclair.

The *Autumn Festival* on Sunday 8th April will be the official launch of the new Taste Riverina format. Hosted by Piccolo Family Farm, the event features locally sourced food including organic rice, locally made salami and smoked meats, as well as local Murray Cod and cheese from Coolamon. Even the entertainment is homegrown with the soulful Ben Ceccato, local legends Malikah and the smooth Zac Robertson Band.

Over the past three years alone, the award-winning Taste Riverina Festival has brought a total of 110,673 visitors and \$4.57 million in revenue to the Riverina, during October. With this new year-round format, those positive results are set to continue.

For more information about registering an event or to purchase tickets for the *Autumn Festival*, visit tasteriverina.com.au.

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