

Taste the Margaret River Region at Perth Royal Show

The Margaret River Region is set to tantalise tastebuds at this year's IGA Perth Royal Show, with a 'Tastes of Margaret River Region' stand showcasing local gourmet produce.

Located in the IGA Fresh from WA Pavilion, 'Tastes of Margaret River Region' is an initiative of the Augusta Margaret River Tourism Association, in conjunction with four premium boutique local food and wine producers from the region.

Olio Bello, Adinfern Estate, Bettenay's Margaret River Nougat Company and Simmo's Icecream will be offering a selection of hand-made, locally grown produce for tasting and sales including olive oil, nougat, wine, liqueur, and icecream.

The AMRTA's visitor guide and coloured map will be freely available for visitors to take home with them, to plan their next trip to the Margaret River region.

The AMRTA's Acting CEO Jayme Hatcher said it was a wonderful way to reconnect with the Perth market. "Perth is an important repeat visitor market for us, and this way we are bringing a taste of the Margaret River region to Perth," said Ms Hatcher.

"Last year Margaret River was the Guest Town and it was a huge success – in fact we won Best Exhibition in Show - so we want to continue this presence at the Perth Royal Show.

"Our stand in the IGA pavilion is represented by an outstanding group of local producers, which will undoubtedly refresh Perth customers on the exceptional quality of gourmet produce in the Margaret River region," said Ms Hatcher.

"The aim is to reawaken the Perth market and give them reasons to keep on coming back to Margaret River," she said.

Brett Gaskin of Olio Bello in Cowaramup, which produces certified organic extra virgin olive oil, said he was looking forward to being involved in the 'Tastes of Margaret River Region' stand.

"We are really excited to be taking part in this initiative. We can't wait to showcase our olive oil and produce at the Perth Royal Show," said Mr Gaskin.

"Olio Bello won five medals at this year's Perth Royal Show – which has further cemented us as the most awarded certified organic extra virgin olive oil producer in Australia.

"It's going to be a busy week – but we are ready for it, so come and say g'day!"

The IGA Perth Royal Show kicks off on September 28 at the Claremont Showgrounds and runs until October 5, 2013.

ENDS

For further information please contact

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