



PRESS RELEASE

Monday, 8 March 2021

Introducing: WA's Great Graze

A delicious celebration of local food and beverages

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- *Dates: 10 April - 1 May 2021*
 - *Website: www.wagreatgraze.com.au*
 - *Program on page 2*
 - *Brought to you by Genuinely Southern Forests and key partner Buy West Eat Best, along with Sponsors, Pomewest, WA Potatoes, Carnarvon Visitor Centre, Gascoyne Food Council, Farmer Jacks and City of Swan*
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This April, West Australians are invited to join in a cross-regional celebration of WA agriculture by enjoying a locally-sourced grazing platter and beverage. WA's Great Graze features an extensive program of grazing events and offerings, curated market and a major competition.

Delicious grazing experiences will be happening from Carnarvon to Albany for holiday-makers, families and foodies alike. Those who can't make it to an event are invited to make their own locally sourced platter at home, or order online through WA Great Graze partner Dinner Twist.

Grazers can share an image of their platter on Instagram to go in the draw to win a trip for two to Carnarvon and Coral Bay, including flights and accommodation plus a scenic tour with grazing board to share.

Southern Forests Food Council Chairman, Kieran Kinsella says that the idea for WA's Great Graze was sparked by the cancellation of many of the State's events due to COVID-19.

"We sat down with our committee and decided that we needed an opportunity to unite and celebrate our State's food and beverage sector. So, with a bit of creative thinking and collaboration across industry, the inaugural WA's Great Graze was developed," said Kieran.

West Aussies will be spoilt for choice thanks to the incredible program of activities on offer which includes curated grazing boxes from Dinner Twist and Black Pig Deli, plus a special market event at Perth City Farm. In the South West there are events at Abbey Vale Winery and Happs Winery, plus an entire schedule of opportunities to sip, taste and explore the Southern Forests as part of the Pinot Picnic.

The Swan Valley will be hosting several grazing activations, including wine and cheese pairings at the cellar door of John Kosovich Wines. Plus Carnarvon's Great Graze will be held for the first time on the grassy banks of the Fascine, overlooking the beautiful bay.

"Buy West Eat Best is proud to be supporting this event concept and the amazing line-up of offerings connecting consumers with local food and beverages," said Melissa Worthington, Program Manager of Buy West Eat Best.

"Agriculture, tourism and food service industries have faced many challenges since the pandemic began, so innovative events that allow for flexibility and participation from across the state are a great way to show our appreciation and continue to support local businesses," Melissa added.

"And really, is there a better way to thank our farmers, fishers and producers than by enjoying their amazing products?" Melissa said.

Media contact: Dixie Battersby, dixie2266@internode.on.net, 0413 382 201