



ALVIN ANNOUNCED AS CELEBRITY COOK AT HUNTER VALLEY SEMILLON & SEAFOOD FESTIVAL



MasterChef series 2 favourite Alvin Quah will host three unique seafood cooking demonstrations at the **Hunter Valley Semillon & Seafood Festival** on Saturday October 9th, 2010. The popular contestant was the fifth runner up in this year's hugely successful TV show, and now fans have the opportunity to get the inside scoop on those culinary techniques Alvin picked up from the ruthless Masterchef judges.

Guests will also have the opportunity to quiz Alvin on his time in the Masterchef kitchen and get some tips on creating the perfect dish, as well as finding out what he's been up to since leaving the show, in an on stage Q& A session. Alvin will also participate in some of the fun master classes on the day.

Rowena Hawkins, General Manager of Business Development, Hunter Valley Wine Industry Association says, "We are so excited that Alvin will be part of this year's main event. Masterchef was hugely popular so we know that visitors to the event will love watching Alvin work his magic on stage as he creates some unique seafood delights that people will be able to try at home in their very own kitchen."

The **Hunter Valley Semillon & Seafood Festival**, running from October 8 to 10, 2010, is the most popular event on the Hunter Valley social calendar. This year's celebrations will be more exciting than ever as the festival will undergo a major revamp with the announcement of a new format over the three days.

The Main Event on October 9, usually hosted in April, has been moved to October to coincide with the launch of the 2010 Hunter Valley Semillons. At the main event, visitors will be some of the first in Australia to taste these new wines and mingle with some of the world's most renowned winemakers who will give them the 'low down' on the vintage.

This year's festival will also see the introduction of the Hunter Valley Semillon and Seafood on site Restaurant and the 'Oyster and Semillon Bar', a perfect way to indulge in the best the Hunter Region can offer. Visitors will be able to sample some of the country's best Semillon with the most delectable seafood in Australia.

The all-day celebration will showcase over 150 Semillons. The interactive, fun and educational event will also include a series of masterclasses, activities and VIP experiences, such as 'Hunter Valley Wine Show Trophy and Medal winning Semillon' Masterclass with the Wineman Peter Bourne, and some of the region's top winemakers; seafood talks; a 'Museum to current release Semillon' Masterclass; and a boutique Semillon maker's marquee.

And for those who love their 'wine and food pairing'...and seeing their favourite winemakers sweat a little under pressure...last year's highly successful 'Winemaker's Cook Off' will be hosted once again, and the antics they get up to will be nothing short of entertaining. Here,

local wine makers and chefs are paired up and a surprise bag of ingredients is unveiled. They are then put to the test as teams pitted against each other to see what they come up with, with the audience ultimately voting for their favourite dish!

Set amongst the stunning vineyards and spring sunshine, there will be live music, local restaurants with their seafood specialties, seafood farmers offering platters of fresh crab, prawns, and juicy local oysters from Port Stephens, and Hunter Valley cheeses and olive oils available for tasting and purchase. Guests will be encouraged to bring their picnic rug, enjoy a glass of their favourite Semillon with friends and family, and relax on the lawn whilst soaking up the atmosphere.

Entry to the event this year is free, and the key to enjoying wine on the day is a souvenir wine glass that can be purchased for \$6.00. Semillons will be available to buy by the glass and for tasting, and wonderful offerings will be available from local restaurants and producers for set prices.

Master classes and VIP experiences, the Seafood Cooking Demonstrations and tables at the onsite restaurant and Semillon and Oyster Bar can be booked in advance, and tickets are available on line. It is recommended to book experiences early to avoid disappointment.

The event will be hosted from 11am to 4pm in the heart of the Hunter Valley Wine Country, in the grounds of **Tyrrell's Vineyard, Broke Road, Pokolbin**.

Weekend Events – From October 8 to 10, 2010

A series of over 20 experiences involving Semillon and Seafood, indulgent wine dinners, weekend packages, private tastings, masterclasses, special releases and much more will be on offer throughout the weekend long festival.

This campaign is supported by the NSW Government through Tourism NSW and its Regional Tourism Partnership Funding Program.

For a full festival program, individual event details, and information visit www.huntersemillonandseafood.com.au

For media enquiries, images, and interviews with participating winemakers, chefs and local producers, as well as media event passes, please contact Sharon Zeev Poole at Agent99 Public Relations at Sharon@agent99pr.com or 0401 811 930.