



1 August 2020

Wine weekend to boost East Coast businesses

In a welcome boost for East Coast businesses, the Great Eastern Wine Weekend is confirmed to go ahead this year, with 19 bespoke events set to draw visitors to the region over three days from Friday, 4 September to Sunday, 6 September 2020.

A celebration of the region's finest wine and food, the Great Eastern Wine Weekend sees local vineyards, wine producers and tourism operators come together to provide a taste of how extraordinary the East Coast of Tasmania is all year round.

RACT Destinations Chief Operating Officer Andrew Paynter said the Great Eastern Wine Weekend was a wonderful opportunity for Tasmanians to celebrate spring and coming together after a challenging few months, while supporting regional operators at the same time.

"The sixth Great Eastern Wine Weekend will be the first major event on the east coast for some time," Mr Paynter said.

"It's importance to the local community and business operators cannot be underestimated, especially with the current challenges the industry is experiencing.

"We really hope Tasmanians get behind the event and enjoy the sensational wine, produce and experiences the region has to offer.

Premier Peter Gutwein said there was no better time for Tasmanians to embrace the world class experiences in their own state.

"We know our visitor economy is a key pillar in Tasmania, and has been one of the hardest hit from the economic impacts of the COVID-19 pandemic," Premier Gutwein said.

"In Tasmania we are so fortunate to have internationally renowned produce, experiences and destinations to explore and there's no better time to embrace what our state has to offer.

"I encourage all Tasmanians to get out and support our local tourism and hospitality experiences like the Great Eastern Wine Weekend."

Established in 2015, this year will mark the sixth edition of the annual event, now organised in partnership between East Coast Tasmania Tourism and RACT Destinations, Freycinet Lodge.

Great Eastern Wine Weekend events kick off on Friday, 4 September with an indulgent oyster and wine tasting session at Gala Estate Vineyard in Cranbrook among the choices, before the opening

day comes to a close with either a signature dinner at Freycinet Lodge hosted by Milton Vineyard owner Michael Dunbabin or a Gala Estate Vineyard Dinner at Meresta Eatery in Binalong Bay.

Saturday sees a smorgasbord of options for wine and food lovers, with 12 gourmet experiences taking place along the coast, including A Bay of Fires Wine & Food Affair and Winemaker's Dinner by the Bay in St. Helens.

Patrons can then choose to wind down on Sunday with pizza, cheese and wine at Overtime Vineyard in Bicheno from 10am-4pm, or finish the weekend with a luxurious five course wine matched lunch presented by Saffire-Freycinet at Craigie Knowe Vineyard in Cranbrook.

Bookings are essential for some events, visit greateasternwineweekend.com.au for a full schedule and contact details.