



MEDIA RELEASE

New look Clare Gourmet now week-long celebration

FOR IMMEDIATE RELEASE
22 March 2021

The renowned Clare Valley Gourmet will return to the picturesque Clare Valley in May 2021, but this year, it has taken on a revived format. Instead of the traditional weekend celebration, the event will be held over **two weekends** and **during the week** from **Friday 14th to Sunday 23rd May 2021**.

After cancelling the event in 2020 due to the coronavirus pandemic, the committee behind the Clare Valley SCA Gourmet Week have taken the opportunity to give the event a fresh new look, incorporating a new week-long celebration, private dinners, education classes and more.

From classic Gourmet food and fun, to indulgent dinners, special events and musical entertainment, the Clare Valley SCA Gourmet Week will showcase the very best the region has to offer over 10 days. During the week, the Clare Valley will be abuzz with mini events, sit-down degustation's, private masterclasses, and educational activities.

Marnie Roberts, Event's Spokesperson says the 2021 Clare Valley SCA Gourmet Week will be bigger and better than ever before.

"The Clare Gourmet is a major drawcard on our regional calendar, and this year, we wanted to respect the event and it's origins, but revamp the concept to accommodate the modern event goer," she said. "The team set out with high hopes and empty stomachs to reshape the festival, and we can't wait to showcase the region's best food and wine in May."

"The event will also host three new associated events, including the Riesling Masterclass, the Producer's Market and a Vintage Tasting. What's more, the Adelaide Guitar Festival will take part in the 'On the Road' program during the Gourmet Week, featuring musicians in three locations around the region, including Auburn, Mintaro and Riverton from Friday 21st May to Sunday 23rd May.

"We are also pleased to welcome Southern Cross Austereo (SCA) as our major sponsor for the event this year. This is a great partnership which we hope to continue for the future of the event.

"We hope consumers can enjoy, be educated and be part of the Clare Valley SCA Gourmet Week for just one weekend, two weekends or the entire week. They can learn first-hand the story of Clare Valley wine, meet the winemakers, plus indulge in private dinners at their favourite winery.

“We encourage visitors to jump on a bus from Adelaide, stay for the weekend or organise a group itinerary to enjoy the very best that the festival has to offer,” she said.

The 2021 Clare Valley SCA Gourmet Week will be held from **Friday 14th to Sunday 23rd May 2021**. Approximately 25 wineries, one brewery and 10 regional restaurants/pubs will take part in the Clare Valley SCA Gourmet Week. The event will also feature a range of special events, including degustation lunches and dinners, competitions, masterclasses, and educational activities. For more information, event tickets and the program, please visit www.clarevalley.com.au.

Facebook: /clarevalleygourmet

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Hashtag #claregourmet

The 2021 Clare Valley SCA Gourmet Week facts:

- The first Clare Valley SCA Gourmet Weekend was held in **May 1985**, making the event the oldest of its kind in Australia.
- The 2021 Clare Valley SCA Gourmet Week will be held over 10 days, including two weekends.
- **Twenty-five wineries, one brewery and 10 restaurants and pubs** will be involved in the 2021 Clare Valley Gourmet Week.
- The event will also host three new associated events, including the Riesling Masterclass, the Producer’s Market and a Vintage Tasting.
- Accommodation options and shuttle buses will be available throughout the event.
- The official program is online now at www.clarevalley.com.au and tickets can be purchased individually from the website.

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Event Information:

Ph: 0417 817 776

E: anna@clarevalleywine.com.au

Media Enquires:

Katherine Maitland

Ph: 0407 721 004

E: katherine@lightbulbmedia.com.au



The Clare Valley SCA Gourmet Week would like to thank the on-going support of the following sponsors.



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