

## MEDIA RELEASE

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Attention: News Editor

### Poster pair

Riesling and oysters make the perfect combination for a Great Southern taste treat and for an eye-catching promotion.

The Great Southern Development Commission (GSDC) is driving a riesling and oysters promotion to encourage consumers locally, nationally and internationally to drink Great Southern riesling with oysters.

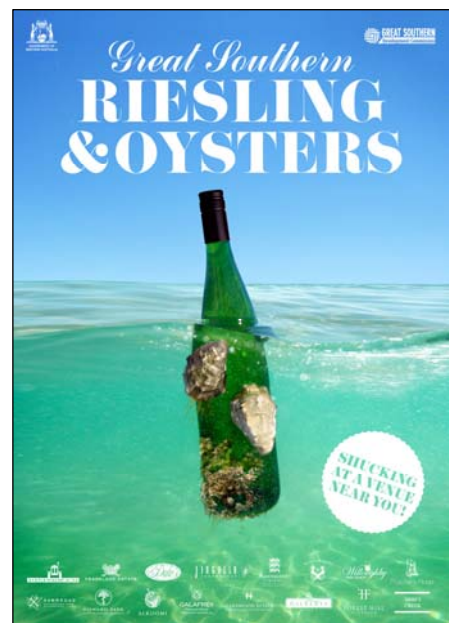
GSDC Chief Executive Officer Bruce Manning said a poster was commissioned to co-promote the unique gastronomic assets in regional and international markets.

“Riesling from the Great Southern is considered to be some of the best in Western Australia, and comparable with examples from around the world,” Mr Manning said.

“Great Southern riesling is a natural pairing with Albany oysters and makes for a simple but distinctive promotion of the region’s strengths in wine and food production.”

The Albany oyster farm, located at Emu Point, is one of only two in Australia producing Sydney rock oysters, which require three years from spawning to maturity, compared to the 12-month maturity of the more common Pacific oysters.

Albany’s Sydney rock oysters are considered to be one of Australia’s finest gourmet delicacies, smaller in size and creamier in texture than their Pacific counterparts. Annual production is around 3 million oysters.



**Great Southern riesling and oysters team up to promote regional produce.**



The riesling and oysters poster is supported by Great Southern wineries Alkoomi, Dukes, Forest Hill, Frankland Estate, Gilberts, Galafrey, Harewood Estate, Howard Park, Jingalla, Oranje Tractor, Plantagenet, Poacher's Ridge, West Cape Howe, Willoughby Park, Xabregas.

Promotional events featuring Great Southern riesling and oysters will be carried out regionally and in international markets including Singapore, Malaysia and China.

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*Building partnerships for regional prosperity*

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