



MEDIA RELEASE

WEDNESDAY 5 APRIL 2017

The Southern Pie-lands set to celebrate the great Aussie pie with the inaugural 'Pie Time' on throughout June

The Southern Highlands in NSW is home to Australia's best pies. And throughout the month of June, the region will celebrate the great Australian pie with the inaugural 'Pie Time' - a series of mouth-watering pie themed events and festivals.

"We all know Australians just love a local pie. And the Southern Highlands has a large saturation of quality pie producers with everything from your top-notch gourmet pies, to family winter warmers and deliciously sweet dessert pies," said Steve Rosa, Manager Tourism and Events, Destination Southern Highlands.

"What better way to demonstrate some pie parochialism than with a pie festival, pie trail, pie competition and related pie events featuring over 30 local pie sites including bakeries, cafes, restaurants, hotels and associated businesses in the Southern Highlands.

"In essence, we'll become the Southern Pie-lands throughout June," Steve continued.

Steve explains that Pie Time has four main components. *The Pie Time Festival* – a festival featuring pie tasting, beer and pie matching, cooking demonstrations, pie eating, competitions, music and more to be held on the 24th and 25th June in Bowral's Corbett Gardens; *Southern Highlands' Best Pie Competition* – a pie competition for professional and apprentice bakers plus a local community entry category with people's choice awards to be held 22nd and 23rd June, also in Bowral's Corbett Gardens; the *Pie Trail* where visitors can tour and sample locally made pies from over 30 local pie outlets; and *Dine with a Pie* – where visitors can sample the region's signature pies at hotels, cafes and restaurants available only for the month of June.

"Pies can be enjoyed at all of the Southern Highlands' key attractions and spectacular locations, for example the Illawarra Fly, Bradman Museum's Stumps Café, Fitzroy Falls, galleries, pubs and restaurants. It really will be the destination to experience, enjoy and worship the great Australian past time of eating the great Australian pie," Steve said.

Steve also says he knows Pie Time will be an accessible, fun and a quirky way to look at the Southern Highlands.

"Visitors can come for the pies, then stay on with a 'Pie, Bed & Breakfast' package and experience all that the Highlands has to offer along the way," Steve concluded.

For more information on Pie Time visit www.pietime.com.au To book your stay in the Southern Highlands for Pie Time 2017, visit www.southern-highlands.com.au or call 1300 657 559. #pietime #visitsouthernhighlands

For more information, images, interviews or to discuss a possible visit to the Southern Highlands, please contact Lauren Griffiths, Threesides Marketing – 0417 409 264 or lauren.griffiths@threesides.com.au