



MEDIA RELEASE

TUESDAY 27 APRIL 2021

Pie Time 2021 – out of the oven and onto the plate. *-30 days and 100s of ways to enjoy pies*

[Pie Time](#) - 30 days and 100s of ways to enjoy pies in Australia's home of pies, the NSW Southern Highlands, returns tasty and piping hot in June 2021. Pie Time is a series of mouth-watering pie themed events, tours and activities held 1-30 June each year.

After 'Pie Time in Pie-solation' last year, the Southern Highlands of NSW, renamed the Southern Pielands for the month of June, is bringing together a bounty of new ingredients and baking an even tastier pie recipe for Pie Time 2021.

This month-long celebration of Australia's most iconic food is the perfect opportunity for domestic holidaymakers to come to the NSW Southern Pielands and rediscover one of the country's greatest tourism destinations conveniently located just two hours from Sydney.

"After the success of 'Pie Time in Pie-solation' last year, we've been baking all our ideas for 2021 and it's exciting to be so close to pulling them out of the oven," said Steve Rosa, Group Manager Tourism and Economic Development, Destination Southern Highlands.

"With domestic tourism back on the table, we're encouraging Australians to come back to our region and rediscover their favourite pie makers and bakers. We have hundreds of activities and activations stuffed into a 30-day celebration of the great Australian pie," Steve continued.

Steve also confirmed the region will be celebrating Australia's National Pie Day on the first day of winter, Tuesday 1st June, after launching this new national day last year to encourage Australians around the nation to celebrate the humble pie.

“After the twelve months we’ve had, we’re reuniting Aussies with a good old Aussie pie. Australians will be holidaying here more than ever this year, let’s look at our local bakers, makers and artisan creators who make the most mouth-watering pies in the land.

“We’re also excited to announce the re-election of Australia’s Pie Minister and Ambassador for Pie Time, Robert ‘Dipper’ DiPIErdomenico. Dipper was fantastic last year and we believe he will be the perfect spokesperson for Australia’s National Pie Day and Pie Time 2021,” said Steve.

As well as many returning favourites such as [Pies and Pinot](#), [Pie Teas](#) and various [Pie Tours and Pie-Cycle Tours](#), Pie Time 2021 will see some new and exciting events added to the line-up including [The Great Southern Highlands Pie Drive](#).

“The Great Southern Highlands Pie Drive is a self-drive itinerary for visitors to spend one or two days in the Southern Highlands while enjoying some of our nation’s best pies along the way. In fact, local favourites Gumnut Patisserie just took out the prestigious Royal Easter Show President’s Medal which is widely considered as Australia’s premier food award,” Steve continued.

Pie Time 2021 runs for the entire month of June. Australia’s National Pie Day will kick off the month of activities on 1 June. For more information on Pie Time visit www.pietime.com.au, [follow on Facebook](#) for updates and information on events. Australians sharing their pies for Pie Time and Australia’s National Pie Day can hashtag #pietime #visitsouthernhighlands.

MEDIA CONTACT:

Robert ‘DIPPER’ DiPIErdomenico, Australia’s Pie Minister, can be booked for media interviews about Pie Time 2021 and Australia’s National Pie Day. Please contact as below to lock in media interviews.

For more information, interviews, images, or to arrange a possible media visit to the Southern Highlands for a Pie Time story, please contact:

Lauren Griffiths, Threesides Marketing – 0417 409 264 or lauren.griffiths@threesides.com.au

Patrick Woods, Threesides Marketing – (02) 6249 1117 patrick.woods@threesides.com.au