



MEDIA RELEASE

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NSW steaks its claim as Australia's premier pie state as more regions get their fingers in the pie game for Australia's National Pie Day

Pie makers and bakers across regional NSW are creating super delicious pies and honouring the humble pie in time for Australia's National Pie Day on 1 June.

"June first is the first day of winter and it's time for our country to reunite for Australia's National Pie Day. For the first time ever, regions throughout NSW have jumped on the pie train to celebrate, creating the most unique and mouth-watering pies, and inviting visitors to their regions to stop in for a gourmet pie on their foodie travels," said Steve Rosa, Group Manager Tourism and Economic Development, Destination Southern Highlands.

"Aussies love a good pie and will travel far for a really magic one. Travelling not only to Australia's home of pies, the Southern Highlands of NSW, but for pies in really pie-conic locations around our state. Such as "The Wharfie", seriously tasty flathead and ling, mussel and mornay pie from our friends on the Sapphire Coast's seaside Merimbula Wharf Restaurant. It's a good time to love NSW, and to share that love right across our pie state.

"Several regional areas have got their pies into the oven and we're thrilled that the Pie Time brand has gained traction outside of the Highlands. It's about regions supporting each other, breaking down borders with quality food offerings, and encouraging tourism back into our regional areas. NSW really is the premier pie state after all," Steve continued.

NSW regional areas raising a pie for Australia’s National Pie Day include Kiama, Bungendore, Pambula, Braidwood, Bermagui and Merimbula. The Sapphire Coast has been working with local foodie, Paul West of River Cottage fame, to showcase their region’s best pies.

“Paul West has been pretty pumped about meeting our local pie makers and seeing the high-quality local ingredients and the amount of love that goes into their flavoursome pie offerings. Out and about enjoying great locations, nice wine and fantastic pies, naturally Paul appointed himself our region’s Pie Minister, wanting to give his national counterpart, Robert “Dipper” DiPIErdomenico, a run for his money,” said Anthony Osborne, Managing Director for Sapphire Coast Destination Marketing.

“Pie Time is such a fantastic initiative that Destination Southern Highlands started back in 2017. People will travel for a good pie and so the Sapphire Coast jumped at the chance to be involved, showcase our amazing pie offerings from around the region including Pambula, Bermagui and Merimbula, and together with other regions of NSW, we all can’t wait to raise a pie on Australia’s National Pie Day,” Anthony continued.

Australia’s National Pie Day takes place 1 June 2021. Pie Time 2021 runs for the entire month of 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.

NSW regions raising a pie for Australia’s National Pie Day:

BUSINESS	WHAT’S COOKING IN JUNE?	GET A SNEAK PEAK HERE - High Res images also available.
Parfait Patisserie in Kiama	The Winter Warmer – slow cooked mint-infused lamb, peas, carrot, gravy and creamy mash potato with a sweet mint jelly.	VIDEO - See what’s cooking in Kiama
Wharf Restaurant in Merimbula	The Wharfie - Locally sourced flathead and ling, Eden mussels, Bega Cheese mornay all topped with creamy cauliflower mash.	VIDEO - See what’s cooking in Merimbula
Wild Rye’s Baking Co in Pambula	The Pambula Pierdro – local Bombala lamb, local herbs and Merimbula Chorizo from Goodalls	VIDEO - See what’s cooking in Pambula

	Butchery, topped with herb sourdough crumb.	
Dojo Bread in Braidwood	Loads of delicious pies.	VIDEO - See what's cooking in Braidwood
Harvest Fresh in Bungendore	Beef Bourguignon – slow cooked beef.	VIDEO - See what's cooking in Bungendore
Eat Drink Neighbourhood in Bermagui	The Beer & Steer – Bega Valley beef and kidney, garlic and tomatoes with Dark Ale from Longstocking Brewery.	VIDEO - See what's cooking in Bermagui

MEDIA CONTACT:

Original video content available for media and tourism use. High-res images also available.

For more information, interviews or images please contact:

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