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Media Release
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G'dayUK

24th– 30th June 2009

Ticket sales opened today with a near sell-out response for the chance to taste the extraordinary collection of **100 Best Australian Wines** on 30th June 2009 at Australia House in London, as chosen and led by wine writer & broadcaster Matthew Jukes. Organisers, Wine Australia are now taking over the whole of the exquisite, chandelier-lit, grand Exhibition Hall at Australia House to host the event.

The event is part of this month's "**G'dayUK**"; the **week-long, vibrant festival** in **London** representing the best of **Australia** and is being supported by leading wine merchants, SWIG.

UK wine writer Matthew Jukes has been championing the dynamism and excellence of Australia's top wines for the past five years with his annual 100 Best Australian Wines hot-list. He brings this to the public for the first time, as **the concluding highlight of the "G'dayUK" festival on 30th June**.

Says Matthew: "Australian wines come from **some of the most beautiful vineyards in the world**, and from some of the world's most dynamic winemakers. This tasting is a great chance to experience the sheer diversity and extraordinary quality of Australia's best wines."

The tasting will take place at Australia House, Strand, London. The event will run from 6pm-9pm on June 30th and tickets are now on sale from **Wine Australia**; e-mail: rsvp@wineaustralia.com or telephone **020 7887 5259** (£17.50 single/ £30.00 double).

Selfridges is also celebrating G'dayUK with events and promotions planned in-store through the latter fortnight of June. Visitors to the iconic store's **Wonderbar** will have a unique opportunity to sample **outstanding Australian wines by the glass** through the bar's innovative enomatic machines, whilst visiting winemakers will be running **themed tastings** in the wine department. For dedicated wine aficionados there are **also tutored tastings** planned. See Selfridges for ticket details; www.selfridges.com

To tantalise your tastebuds further, in the Selfridges Gallery Restaurant there is to be an Australian-themed food & wine menu created by **Michelin-starred chefs Shane Osborn & Brett Graham** using Australian produce that will also be available in the Selfridges Food Hall; if you then want to take a taste of Australia home.

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Lisa McGovern, Director Wine Australia UK/Ireland/Europe commented on the G'dayUK week, saying: "We see this as a great initiative through which Wine Australia will be showcasing the excellence and variety of fine wines coming out of Australia. We are delighted to be working with Selfridges and look forward to introducing people to the undiscovered tastes and flavours of Australia."

(Ends.)

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Further information:

www.wineaustralia.com/uk

www.gday-uk.co.uk

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Notes for editors:

Wine Australia is the name under which the Australian Wine and Brandy Corporation, a Government organisation established to provide strategic support to the Australian wine sector, delivers its international marketing programme.

G'dayUK 2009 is supported by the New South Wales, Queensland, Victorian, South Australian and Western Australian State Governments, Austrade, Qantas and Tourism Australia in conjunction with the Department of Foreign Affairs and Trade, Wine Australia, Australian Business and key private sector sponsors.
www.gday-uk.co.uk