

MEDIA RELEASE



THOROUGHBRED RACING SA

10 November 2011

Racegoers to get first taste of exclusive drop

Foodies and wine lovers stocking up now in time for the festive season will delight at the range of decadent treats on offer at this year's Langhorne Creek Vignerons Day, (Sunday, November 20) - including an exclusive first taste of the next must-have wine for Christmas Day.

Attracting a record crowd of over 4000 visitors to Strathalbyn Racecourse in 2010, Vignerons Day has earned a reputation for introducing racegoers to some of South Australia's finest produce - and guests at this year won't be disappointed. Angas Plains Wines will use the event to launch the label's first ever Sparkling Cabernet Sauvignon.

Created by renowned wine maker Peter Douglas, Angas Plains' PJ's Sparkling Cabernet Sauvignon is the latest addition to the 5-star James Halliday-rated winery's existing 'PJ's' range of still reds and sparkling chardonnay. Owner Judy Cross said the timing and atmosphere of Vignerons Day was the perfect launch pad for the new wine.

"The event is a wonderful opportunity for a lot of people who haven't necessarily been able to get to a cellar door to see the diversity of local wines all in the one place, which is also a really nice compliment to race day," Judy said.

"We wanted to get the new wine onto the market in time for Christmas and Vignerons Day was the place to do it."

She described PJ's Sparkling Cabernet as the perfect complement to warm summer evenings and Christmas parties.

"Leading up to Christmas sparkling red is ideal - it's nicer than still red when it's warm outside and drinking bubbles is all about good, fun parties," Judith said.

"Our new PJ's Sparkling Cabernet is elegant, fresh and fruity, with velvety red bubbles. It would taste fantastic with a roast at Christmas but it's also great just with cheese - sharp cheese or creamy brie is best."

Angas Plains isn't the only feature of the day. Bleasdale, Gipsie Jack, Bremerton, Lake Breeze and Jacob's Creek are just some of the other big name labels to showcase their products on the day.

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Racegoers will have the opportunity to purchase wines by the bottle or glass and quiz winemakers about their ranges first-hand.

Food provided by a variety of growers and retailers has been also selected to tastefully match the wines including fresh seafood, gourmet potatoes, barbecues, wood oven pizzas, homemade pies and fresh desserts – all local Fleurieu Peninsula produce.

Strathalbyn Racing Club Executive Director Sharon Cimarosti said the more intimate event was a “gem” on the local racing calendar.

“The Strathalbyn Racecourse is a bit of a hidden secret, we’re just 40 minutes out of Adelaide but we’re always looking green and luscious – the atmosphere is second to none,” she said.

“Vignerons Day is a unique event - not only does it offer a prime marketing and sales opportunity for winemakers, it brings a swarm of visitors to the region to celebrate what makes our region so desirable – the wine,” Sharon said.

“This year we’re expecting another great crowd at the track and looking forward to a fantastic day of top food and wine, live music, and of course a full day of racing.”

A variety of corporate and private hospitality packages are available, but if a picnic race day is more your scene, hampers by award-winning South Australian restaurant and catering group The Food Business, can be ordered in advance for \$180, with enough food for six people.

For the first time this year there will also be chartered buses heading to and from Strathalbyn. They will depart from Morphetville Junction and the Arkaba Hotel for just \$25 a head.

Gates open at the track at 9.30am on November 20 with general admission \$15.

For bookings and more information visit www.strathracing.com.au

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