



**PRESS RELEASE
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MasterChef in Central Otago

Matt Preston, MasterChef Australia judge and internationally acclaimed and revered food critic, is visiting Central Otago this weekend.

Writing for Australia's leading glossy food magazine – 'Delicious' (with a readership of over 500,000), Matt has a swag of prestigious awards to his name, including the World's Best Food Journalist 2008 (World Food Media Awards), a highly sought after honour.

His focus will be on food and wine in Central Otago; including food producers, wineries, accommodation, cafes, restaurants, markets etc. 'This is a coup for the region, as Matt's visit to New Zealand is pretty much focussed on Central Otago,' says Michelle Kinney, Tourism Manager Product Development for Tourism Central Otago. 'We are delighted he is staying in the region for three days'.

Tourism Central Otago works closely with Tourism New Zealand's International Media Programme, providing story ideas, coordinating itineraries and hosting international media in Central Otago. The Programme targets international media in New Zealand's target markets to produce motivating, accurate and inspirational coverage of New Zealand as a quality tourism destination. Around 350 media are brought to New Zealand each year through Tourism New Zealand's International Media Programme.

'This is an extremely cost effective way to have the region profiled in international markets. Any positive coverage contributes to spreading the message to more interactive travellers to visit New Zealand and Central Otago', says Michelle. 'We have hosted a number of international media visitors through the region this year, and provided over twelve story ideas thus far for the International Media Programme', says Michelle.

The Australian edition of 'Delicious' is published in Australia, New Zealand, South Africa, Canada, Asia and US.

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