



Media Release

3/8/18

Riverland Launches River Tastes Food and Beverage Trail

Destination Riverland together with Regional Development Australia and Riverland Wine officially launched the River Tastes Food and Beverage Trail at the Riverland Tourism Exchange held on Thursday 2nd of August at the Berri Hotel.

River Tastes is a food and wine trail, initially a part of the official Riverland Visitor Guide. The trail has now been transformed in to an A3 tear-off map, which will be distributed to tourists at Riverland Visitor Information Centres as well as the food & beverage outlets listed on the map.

‘Food, wine and wine alternatives are a key driver for tourism visitation and the Riverland certainly has plenty to offer in this area. The River Tastes project has enabled us to showcase the breadth of product across the region and motivate visitors to move through the Riverland, increasing dispersal of tourism dollars’ said Destination Riverland General Manager Caroline Phillips.

This project has been a fantastic collaborative effort and we look forward to continuing to grow the concept as more food and beverage experiences emerge in our region.

In addition to the tear-off map, an interactive online version is also on the Destination Riverland website, rivertime.com.au. This interactive map allows visitors to filter each location by category; wine, dining, beverage or providore. Additional information on each location can be found by clicking the pin on the map with links that can lead directly to operator websites.

Another exciting addition is the release of the Chinese translated version of the map, which visitors can download and print off from the website.

For further information:

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KEY

- Murray River
- Roads
- Visitor Information Centres
- Featured River Tastes

RIVER TASTES
FOOD & BEVERAGE TRAIL

Wine Dining Beverages Products

VISIT www.rivertime.com.au/riverstastes
for an online version of this map.