



Your access to Australia's best wine and food experiences September 2008

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The VisitVineyards.com membership program launches this week and will enable wine and food explorers to take their regional travel to a whole new level. As Australia's most comprehensive guide to regional wine, food and travel, VisitVineyards.com has focused on Victoria's iconic Mornington Peninsula for the first phase of its membership program.

For an introductory price of A\$49, the annual membership program has been carefully developed to cater to the needs of today's food and wine traveller, providing them with unique, behind-the-scenes experiences and inside views of a diverse range of food, wine and related lifestyle travel providers.

Founder and CEO of VisitVineyards.com Robyn Lewis says "Our membership program is about offering people exclusive, memorable experiences they can't access during a standard regional visit. We connect them directly with producers – some well known and others 'hidden gems' – so they can uncover the colour, flavour and secrets of each place they're visiting."

The Mornington Peninsula has overwhelmingly supported this program with more than 70 businesses already involved, from wineries, breweries, restaurants and food producers, to art galleries, spas and accommodation providers.

Food and wine experiences available exclusively to VisitVineyards.com Members include:

- Wine flights of chardonnay or pinot noir with lunch or dinner at **Montalto Vineyard and Olive Grove**
- Behind-the-scenes tours of the winery and cellar door by the winemakers at **Stonier Wines**
- Priority booking, including a special VisitVineyards.com discount, for **Paradigm Hill's** 'A springtime celebration of new wine releases' event at held at **Vines of Red Hill** in November
- Sampling of beer, bread and olives produced on site at **Hickinbotham of Dromana**
- Tastings and take-away treats from the award-winning **Mornington Peninsula**



Chocolates

Exclusive accommodation and leisure offers for VisitVineyards.com members include:

A local wine, cheese and bread platter on arrival at **Easton Grey Luxury Bed & Breakfast**

Access to the thermal pools with any spa treatment at **Peninsula Hot Springs**

VisitVineyards.com members will also receive the latest news from the 'inside' via exclusive access to product reviews, news and recommendations by industry experts, such as renowned restaurant and food reviewer John Lethlean and wine writers Jane Faulkner and Jim Chatto. Members can also share their experiences and form their own food and wine networks via the VisitVineyards.com community forum.

Opened in June 2008, VisitVineyards.com has brought together wine, food and travel providers across every Australian region and is connecting them to a large and growing number of subscribers. The site now has an advanced search feature which enables visitors to select exactly what they want from more than 30,000 listings of wine, food and related lifestyle travel experiences in every Australian wine and food region, so they can tailor their own itineraries and be assured they will enjoy the best experiences on their travels.