



Media Release

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Selwyn Food and Wine trail leads to Award

The Selwyn Food and Wine Trail has been named as the best wine tourism service in the South Island Best of Wine Tourism Awards.

The food and wine trail provides tourists and local residents with the opportunity to visit over 30 wine and food producers in Selwyn district. As part of the trail, people can sample wine and fresh local produce, and dine at cafes and restaurants.

Selwyn District Tourism Advisor Elizabeth Pitcorn says that Selwyn is becoming increasingly well known as a fantastic wine growing area. "Our high sunshine hours and low rainfall are ideal for producing top quality wines and fantastic fresh produce."

Elizabeth says that the trail has been extremely popular.

"Many of the wineries and gourmet cafes that operate in Selwyn have only opened in the past few years, so it's very exciting for people living in Selwyn and Canterbury to be able to discover so many new wineries and dining options on their doorstep through the trail. The trail is another attraction which attracts day trippers and domestic and international tourists to Selwyn."

"The trail is self-guided and mapped so people can spend as much time as they wish visiting cafes, restaurants and wineries, and can also complete the trail over several visits," she adds.

The trail guide is produced by Selwyn District Council who worked with local wineries, restaurants and cafés to develop the guide. Elizabeth says the trail is a great example of how tourism enterprises and the Council can work together to promote their venues in a creative way which is also cost effective for individual tourism operators.

The Best of Wine Awards are run by the Great Wine Capitals Network. The network connects nine areas that are gateways to world-famous wine regions and includes areas like Bordeaux in France, the Napa Valley in the United States, and Valparaíso in Chile. The Christchurch/ South Island region joined the Great Wine Capitals Network four years ago.

The regional award winners from the Best of Wine Tourism Awards now go on to compete against others from the network's other cities and wine regions at the international awards in Napa Valley, California.

The trail guide is available online at www.selwynfoodandwinetrail.co.nz.

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