

## Media Release

### FOR IMMEDIATE RELEASE

**Tuesday 27 August 2024**

### **Popular Foodie Festival Captivates Thousands With Culinary Excellence**

With celebrity chefs, live cooking demonstrations, pop up bars, live music and entertainment, the annual Moreton Bay Food + Wine Festival has once again reaffirmed its status as one of Queensland's most tasty and rapidly growing events.

Across three delightful days (August 23-25), including a sold-out Saturday and Sunday, nearly 20,000 foodies flocked to Apex Park at Woody Point to experience the tantalising event firsthand, where they met and ate with celebrity chefs, danced like no one was watching, enjoyed the rich flavours of local produce and marvelled at one of the world's best sunsets across Moreton Bay.

Moreton Bay Region Industry & Tourism CEO Natassia Wheeler says the much-loved event presents the perfect opportunity to showcase the City of Moreton Bay's offerings.

"The Moreton Bay Food + Wine Festival is a fantastic event that brilliantly showcases the diverse offerings of our region located only 20 mins north of Brisbane Airport, from our rich agritourism to the stunning natural beauty of our location," Mrs Wheeler says.

"This event is a key driver of visitation in the Moreton Bay destination events calendar, attracting both locals and visitors to experience the best of what our region has to offer.

"Congratulations to all involved in making this event such a resounding success!"

Upon entering this year's festival precinct, guests were welcomed by multiple cooking stages, shopping opportunities, local producers, food vendors, live music and unique dining experiences and tasting events, such as Bait to Plate with Kevin Collins, four course degustation dinner with Matt Golinski and The Big Buffet lunch with Alastair McLeod.

The additional dining experiences were a massive hit this year, with multiple experiences across the three days selling out months prior to the event.

Record-breaking ticket sales were driven by this year's enticing lineup of chefs, including household names such as Adam Liaw, Matt Golinski, Dominique Rizzo, Kim McCosker and Alastair McLeod.

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Moreton Bay Food + Wine Festival CEO Shane Newcombe says the success of the festival is emphasised by the community's support.

"The success of this year's festival highlights not only the incredible support from our community but also the unwavering support of our corporate partners; their commitment has been integral to making this event a standout experience," Mr Newcombe says.

"It's amazing to see how quickly it has grown in popularity to become one of the biggest events on Queensland's calendar.

"We have ambitious aspirations for the festival to become a key event on the Australian Major Events calendar, and we're excited to continue growing and enhancing this remarkable event.

"Mark your calendars for 2025, as we look forward to another exceptional festival from August 22-24."

An exciting new addition to this year's festival was ambassador Leisel Jones. As a Redcliffe Peninsula local hero and former Olympic gold medalist, the star helped to shine a light on the incredible offerings across the precinct. This year's festival is grateful to have been supported by some incredible sponsors, including the City of Moreton Bay as Principal Sponsor, alongside Major Sponsors Aspley Mazda, Ausbuild, Ray White Newport, Gardner Vaughan Group, Jack Daniels, Robert Oatley, Ray White Woody Point, Tydal Woody Point, Woodland Fitouts, My Giving Table, Thyme Lifestyle Resort and The Courier Mail.

The festival is also supported by Media and Destination Partners, such as Tourism and Events Queensland, Moreton Bay Region Industry & Tourism, Visit Moreton Bay, Moreton Daily, B105, Triple M, Bishopp, Must Do Brisbane, Q News, Wavemaker, Channel 10, What's On Moreton Bay, The Redcliffe Peninsula and 4BH.

The 2024 Moreton Bay Food + Wine Festival was proudly delivered by The Vine Lab.

### 2025 Festival Dates Locked In

The Moreton Bay Food + Wine Festival is already busy working with producers, chefs and corporate sponsors to make next year's event bigger than ever.

The festival will be back for another round of celebrations on August 22-24, 2025. Tickets are set to go on sale in May 2025.



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Corporate sponsors and suppliers are invited to get in touch with Belinda Boyce, Director Partnerships & Strategy at [belinda.boyce@thevinelab.com.au](mailto:belinda.boyce@thevinelab.com.au) to get involved.

### Have Your Say

Have your say about the 2024 Moreton Bay Food + Wine Festival and fill out the event survey for your chance to win a double pass to the 2025 Moreton Bay Food + Wine Festival.

The festival survey can be completed online [www.moretonbayfoodandwine.com.au/survey-2024](http://www.moretonbayfoodandwine.com.au/survey-2024). Ticket holders will be sent a link direct to their inbox over the coming days.

The Moreton Bay Food + Wine Festival is supported by the Queensland Government through Tourism and Events Queensland and features on the It's Live! in Queensland events calendar.

Image gallery from the 2024 Moreton Bay Food + Wine Festival can be found here [www.moretonbayfoodandwine.com.au/news/2024-wrap-up](http://www.moretonbayfoodandwine.com.au/news/2024-wrap-up)

### Media Enquiries

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### About Moreton Bay Region Industry & Tourism (MBRIT)

Moreton Bay Region Industry and Tourism (MBRIT) is the official Destination Management Organisation (DMO) for the City of Moreton Bay. MBRIT is committed to delivering and supporting community initiatives and promoting the City of Moreton Bay as an enviable and attractive destination.





## Media Release

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