



Media release

The Hon Louise Asher MP

Minister for Innovation, Services and Small Business
Minister for Tourism and Major Events
Minister for Employment and Trade

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Food, wine, scenic coastlines and an Alfa Romeo – MasterChef visits the Mornington Peninsula

The celebrated vineyards, picturesque landscape and outstanding local produce of the Mornington Peninsula will be hitting prime time in next week's episode of *MasterChef Australia*.

Minister for Tourism and Major Events Louise Asher said the *MasterChef* format is a wonderful opportunity to showcase the diversity of food and wine offerings both in Melbourne and regional Victoria, including exceptional fresh produce, local wines and renowned hospitality.

Member for Nepean Martin Dixon and Member for Mornington David Morris both welcomed *MasterChef* to Mornington Peninsula, one of Victoria's premier food and wine destinations, and the first of the Victorian regions to be featured on the current series of the show.

"The Mornington Peninsula has immense popularity as a tourism destination, with its high calibre food and wine, close proximity to Melbourne and the natural beauty of rugged coastlines and rolling hinterlands. It is a compelling combination to present to potential visitors," Mr Dixon said.

Mr Morris said the Mornington Peninsula is one of Victoria's most notable food and wine regions.

"It is renowned for its abundance of high-quality restaurants, acclaimed cool climate wines, bountiful fresh produce, boutique cellar-doors and picturesque vineyards," Mr Morris said.

The Mornington Peninsula will be featured in week seven of the series and – with the nod to the region's European influence – will involve an offsite 'checkpoint' challenge in conjunction with the Alfa Romeo Car Club.

Based on a rally car race, contestants will race against each other and against the clock collecting ingredients from various foodie check points – including several local farmgates – to create their spin on a club sandwich for the Alfa Romeo Car Club.

"The *MasterChef* 'foodie road challenge' offers an opportunity to showcase the Mornington Peninsula's strength as a destination that offers highly individual and authentic food and wine experiences, in a gorgeous natural setting," Ms Asher said.

Mornington Peninsula is the first region to be featured on the current series of *MasterChef*, with the show scheduled to screen other regional destinations in forthcoming weeks.

Ms Asher said showcasing Victoria's culinary credentials and significant attractions on television shows such as *MasterChef* was a great enticement for people to visit Victoria.

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