



## EVENT OVERVIEW

This event is a marketing and promotional event, aimed at raising the profile of the Sydney Rock Oyster, their versatility, where they are harvested from and accompanying local tourism information. It is a joint Oyster / Regional Tourism promotion that links oysters with regional areas, wineries and restaurants. A further outcome of the event is that the consumer tastes and rates the Oyster to determine a 'Peoples Choice Award Winner'. This is a unique approach to what is normally reserved for fine food shows and professional judging.

The event is a progressive event with each session lasting 1 hour. The session is broken down into two main components – The Oyster Bar and the Regional Showcase. In 2007, the Rock Salt Bar has been added where guests can mingle and enjoy the balcony of Customs House at the conclusion of their session.

### The Oyster Bar (Barnet Long Room)

Prior to entering the Oyster Bar, guests will first have the opportunity to sample an oyster from the '2006 People's Choice Award Winner' – Wapengo Lakes Oyster Growers.

Upon entering the Oyster Bar and finding a seat, guests will then be given a demonstration by roving Oyster Farmers on how to open an Oyster. A regional tourism promotional video will also be screened as guests are entering the Oyster Bar.

Once all guests have arrived they will be served a tray of six natural oysters – each from a different region. They will be given an educational overview on tasting and rating oysters by the event MC, Simon Marnie of ABC Radio and then asked to taste and rate the oysters they were eating to determine the 'Peoples Choice Award' (see card above).

**People's Choice Award**

Session Time (please tick)  
 12.00pm  1.00pm  2.00pm

How is an oyster rated? Look for  
 A. APPEARANCE: inside and outside the oyster  
 B. TASTE: sweet or salty? richness? texture?

	APPEARANCE	TASTE	OVERALL RATING
	✓ / X	✓ / X	1 (highest) to 6 (lowest)
●			
●			
●			
●			
●			
●			

So we may tell you where today's oysters came from, please fill in your contact details below:  
 Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Pcode: \_\_\_\_\_  
 Email: \_\_\_\_\_

### Regional Showcase (Pre Function Rooms / VIP Boardrooms)

Guests take their wine glass from the Oyster Bar and into the Regional Showcase. Half of the guests will start in the South Coast region, while the other half will be directed to the North Coast region and then swap over. Each oyster region features oysters from that region, prepared in a different way to highlight the Sydney Rock Oysters versatility. This is then matched by a local wine with each guest entitled to an oyster and wine. Local regional tourist information is also provided. This year, the oyster menus for the regional showcase will come from local restaurants in each region where possible.

The Regional Showcase will feature the following oysters, wineries and restaurants:

#### North Coast

Oysters supplied by:	Region Featured	Winery Featured	Oyster Menu designed by:
Nambucca/Kalang Oysters	Coffs Coast	Raleigh Wines	Anchors Wharf Café, Urunga
Hastings River Oyster Farmers	Greater Port Macquarie	Cassegrain Wines	Oysters in the Vines / Rydges Port Macquarie
Wallis Lake Oyster Farmers	Great Lakes	Great Lakes Wines	Boxfish Casual Cuisine
Broken Bay Oysters	Port Stephens	Port Stephens Wines	The Point, Soldiers Point

#### South Coast

Oysters supplied by	Region Featured	Winery Featured	Oyster Menu designed by:
Shoalhaven River Oysters Inc	Shoalhaven	Coolangatta Estate	Alexander's Restaurant, Coolangatta Estate
Clyde River Oyster Farmers	Eurobodalla	Kladis Estate	Restaurant Associates
Merimbula/Sapphire	Sapphire Coast	Mimosa Wines	Wheeler's Restaurant

#### Hawkesbury

Oysters supplied by	Region Featured	Winery Featured	Oyster Menu designed by:
Broken Bay Oysters	Hawkesbury	Vicary's Winery Jojo's Jetty Vineyard	Restaurant Associates

Guests will therefore taste an additional 8 Oysters in the Regional Showcase.

### Rock Salt Bar (Balcony)

A new addition to the 2007 event. The Rock Salt Bar will be set up on the balcony of Customs House and will be on a cash basis. The Bar will offer wines from the wineries featured at the event, beer, soft drinks and basic spirits.

### **The Official Opening**

The Event's Official Opening will form part of the 4.30pm session. The event will be opened by the Hon. Ian Macdonald and official invites have been distributed to Members of Parliament, Industry and Media.

### **People's Choice Award Winner Announcement**

The People's Choice Award Winner will be announced at the conclusion of the 6.30pm session in the Rock Salt Bar.

### **Supporting Organisations**

This event is proudly supported by the following organisations:

#### Gold Sponsors

NSW Food Authority  
Department of State and Regional Development  
NSW Department of Primary Industries  
NSW Farmers' Association  
Martin's Seafoods

#### Regional Tourism Sponsors

Mid North Coast of NSW  
South Coast Tourism  
Hawkesbury Harvest

#### Supporters

City of Sydney  
Restaurant Associates  
Tablekraft  
Tasea  
Sydney City Oysters  
Bay Rock Oysters

### **Event Contact**

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