

Tasting Trail PRESENTS



TASTING TRAIL GRAZE! TASMANIA '22

MEDIA KIT

OVERVIEW

About

Set to take place on 23 and 24 April 2022, TrailGraze is the brainchild of the Cradle to Coast Tasting Trail, the organisation behind the self-guided touring experience in Tasmania's North and North West that showcases the diversity of the region's premium produce and the personalities behind it.

Collaborating with producers and a formidable lineup of chefs, in developing the concept for TrailGraze, the traditional food event format (of guest chefs attending the event weekend itself) was upended. Instead, participating chefs were given a tour of the region prior to the event, developing recipes from the produce they tried along the way.

On the TrailGraze event weekend, producers showcase the recipes supplied by the chefs, encouraging people to 'graze the trail' and discover the beauty of North West Tasmania along the way.



OVERVIEW

The Chefs

TrailGraze will feature some of Tasmania's and Australia's most highly regarded chefs and culinary professionals including Analiese Gregory, Kobi Ruzicka, Massimo Mele, Alex Prichard, Craig Will, Palisa Anderson, Luke Burgess and Clayton Wells.

In the months prior to the event, each chef spent 4 days in Tasmania's North-West and created a series of recipes incorporating the produce they sampled along the way. These dishes will be featured on the event weekend encouraging event attendees to 'graze the trail,' meet producers and try the dishes conceptualised by each of our collaborating chefs.





OVERVIEW

Join us in celebrating everything that makes this region special

Tasmania's North West is a special place – **TrailGraze** is a weekend dedicated to showing off the region and the local farmers, growers and makers who call it home.

The event will see over 20 local producers, whose offerings range from wine, cider, craft beer and spirits, gourmet foods (such as cheese, olives, condiments, and confectionery), fruit, vegetables, nuts, meat and seafood, open their doors to guests for special workshops, behind the scenes tours, tastings, live music, guest chef collaborations and more.



V E N U E S

Producers

The Truffle Farm
Seven Sheds Brewery
Anvers Confectionery PtyLtd
3 Willows Vineyard
Christmas Hills Raspberry Farm Cafe
Turners Beach Berry Patch
The Truffledore
Alchymia Distillery
Guide Falls Farm
Hazelbrae Hazelnuts
Western Tiers Distillery
Ashgrove Cheese
Ghost Rock
Penguin Beer Co.
Blue Hills Honey
Spreyton Fresh
Van Diemens Land Creamery
Hursey Seafoods
41 South Tasmania and Georgie's Cafe





CRADLE TO COAST

Tasting Trail

The Cradle to Coast Tasting Trail is a membership-based group of agritourism operators across Tasmania's north and northwest with a common interest in sharing their stories and mouth-watering produce with the region's 500 thousand visitors.

Since the Tasting Trail was conceived 11 years ago, there has been much discussion about hosting a festival or event that could disperse visitors across the region, instead of hosting at one central location. It was against that brief, TrailGraze was born.



RESOURCES

Media

Our current Media Release is available [here](#).

Click below to view our image library.

[VIEW GALLERY](#)



SUPPORT

Funding

This project received grant funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund.



C O N C L U S I O N

Thank You

To discuss this proposal further please contact:
Amanda Vallis, amanda@vallisandco.com



RESOURCES

Key Information

WEBSITE

trailgaze.com

tastingtrail.com.au

northwesttasmania.com.au

INSTAGRAM

[@trail_graze](https://www.instagram.com/trail_graze)

[@visitnorthwesttasmania](https://www.instagram.com/visitnorthwesttasmania)

[@tastingtrailcradletocoast](https://www.instagram.com/tastingtrailcradletocoast)

