

C O O N A W A R R A

Australia's Other Red Centre

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FOR IMMEDIATE RELEASE

MEDIA RELEASE

Unearth a Coonawarra Cellar Dweller

The Coonawarra Vignerons launches the 2010 Coonawarra Cellar Dwellers event on ***Thursday, July 1 at Zema Estate from 5pm – 6pm.***

Why not make a trip to Coonawarra during the month of July and lose yourself in Cellar Dwellers! The only event where the dust gets blown away and the old treasures are showcased for visitors to taste and buy.

Cellar Dwellers is being held for the eighth consecutive year and we have 22 participating wineries, all with something different on offer. Special events span over the 5 weekends in July and are sure to please anyone who appreciates being spoiled! The range of wines on offer are amongst Australia's best and it is only here at Coonawarra Cellar Dwellers that visitors have the opportunity to buy Coonawarra wines that may never be seen on the shelves of stores again.

This year we have three exciting wine trails for you to experience. You can meet the winemakers behind these famous brands on the 'Weekend Winemaker' Trail or sample perfectly matched cheese with aged Coonawarra wines on the aptly named 'Wine & Cheese Matching' Trail. For the third year, join six southern Coonawarra wineries as they bring out their iconic wines on 'The Stars of the South' Trail.

Enter our Cellar Dwellers Competition by purchasing 6 wines from any participating winery for your chance to win one of three prizes. To view and download a full Program of Events, visit www.coonawarra.org or call the Coonawarra Vignerons Association at 08 8737 2392.

For media and photo enquiries, contact Lisa Gulyas, Events Officer, Coonawarra Vignerons Association at 08 8737 2392 or email enquiries@coonawarra.org.