

YALUMBA

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Yalumba bringing its Festival Garden to Perth

Perth residents will have the opportunity to enjoy some of Australia's most well-loved wines within the fantastical Yalumba Festival Garden at city's inaugural Night Noodle Markets next month.

Yalumba has announced it will extend its support of the Night Noodle Markets into Western Australia, where it will be the exclusive wine supplier for the March 18-29 event.

The Night Noodle Markets attracted massive crowds during its initial foray into Melbourne and Brisbane in 2013 and 2014, respectively, following several successful years in Sydney.

Yalumba will transport its Festival Garden to the Perth Cultural Centre for the event – a 40 foot sea container that transforms into a two-story bar, entertainment space and dining area.

Yalumba's Executive Director of Marketing, Matt Taylor, said the 165-year old family owned winery was thrilled to extend its support for the event into WA.

"We have enjoyed a fantastic partnership with the Night Noodle Markets in the eastern states, with it exceeding expectations in terms of the quality of the event, the local restaurants who get on board and the numbers of people who attended," he said.

"Perth is a strong and important market for our wines. We have a strong history here, with former managing director Wyndham Hill-Smith cutting his teeth in the business as our WA State Manager in the 1930s – in between representing the state in cricket and selling wine in the goldfields.

"We are told WA is a tough parochial market when it comes to wine, but what we have always found is that Perth residents are discerning wine drinkers who simply want and expect the best quality wine at the right price.

"We invite everyone to come along and enjoy the Yalumba Festival Garden at the Night Noodle Markets."

Several well-known local restaurants have already confirmed their attendance at the event, including The Apple Daily, Low Key Chow House and Lucky Chan's Laundry & Noodle Bar.

Yalumba's much lauded Y Series collection of wines will be available to purchase throughout the Night Noodle Markets by the glass or bottle, including the Y Series Pinot Grigio 2014, which was recently named best value wine for the summer by Perth-based wine writer Ray Jordan.

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