

# Media Release

**Ms Danielle Green MP**

Parliamentary Secretary for Sport

Parliamentary Secretary for Regional Victoria



Saturday, 9 April 2022

## CELEBRATING BEVERAGES FROM VICTORIAN PRODUCERS

A selection of Victorian drinks will be front and centre in a new event as part of this year's Melbourne Food and Wine Festival program.

Parliamentary Secretary for Regional Victoria Danielle Green today visited the Queen Victoria Market to meet with producers such as Noisy Ritual, an urban winery in Brunswick – who is participating in the 'New Crush' event.

The event is dedicated to celebrating Victoria's newest drinks across five zones, with wine, spirits, beer, cider and no-alcohol drinks. It includes a 'Nolo Bar' stocked with low and no alcohol drinks, meet and greet sessions with wine producers and 'Sip School', a place to develop your palette with variety-specific wine bars.

Noisy Ritual is one of 100 venues across Melbourne participating in the Andrews Labor Government's *Drink Victorian* Program, aimed at getting more locally produced drinks onto lists and shelves at Victorian hospitality venues and retailers.

The Labor Government, in partnership with the Victorian Drinks Alliance, developed the program to support Victorian drinks businesses to recover from the global pandemic, bushfires, export challenges and strong international and interstate competition in the domestic market.

This Alliance is a new collaboration between Food & Drink Victoria, Wine Victoria, Cider Australia, the Independent Brewers Association, the Australian Distillers Association and Spirits Victoria.

The \$1.5 million Drink Victorian Program has been jointly funded by Agriculture Victoria through its *Small-Scale and Craft and Food to Market* programs and Global Victoria.

The Food to Market Program is part of the Government's Agriculture Strategy to support a strong, innovative, and sustainable Victorian agriculture sector.

For more information about the New Crush event click

<https://www.melbournefoodandwine.com.au/program/new-crush-7938>

### Quotes attributable to Parliamentary Secretary for Regional Victoria Danielle Green

*"The Melbourne Food & Wine Festival continues to showcase many local beverages and this year's New Crush Event is an exciting opportunity to promote the newest and most innovative drinks from Victorian world-class producers."*

*"The Drink Victorian program will give more Victorians access to the exceptional drinks we produce in our state. This is an exciting step for the industry and consumers and provides support for regional jobs."*

### Quote attributable to CEO of Food + Drink Victoria Anthea Loucas Boshia

*"We're thrilled to be hosting New Crush as part of the 2022 Melbourne Food & Wine Festival program. The event will give people the chance to taste some of the state's latest and most innovative drinks as well as meet the faces behind them."*

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