

Rethinking Food & Drink

From Good to Better



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Joining Us Today:



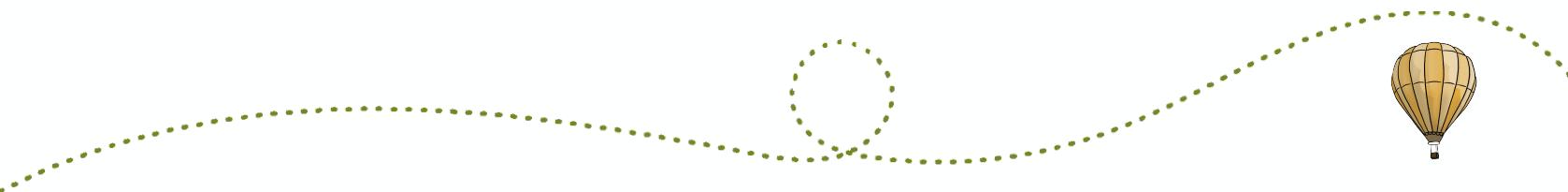
Sofia Levin:

Journalist and presenter known for her enthusiasm for food, culture and eating curiously.

Sofia has spent more than a decade writing and reviewing for publications such as Lonely Planet, Good Food, SBS Food, National Geographic Traveller, The Guardian, delicious., Broadsheet, the list goes on!

Brand campaigns for Tourism Australia, appearance on My Market Kitchen and more.

In 2020 she launched Seasoned Traveller, a website dedicated to sharing lesser-known food stories from around the world.



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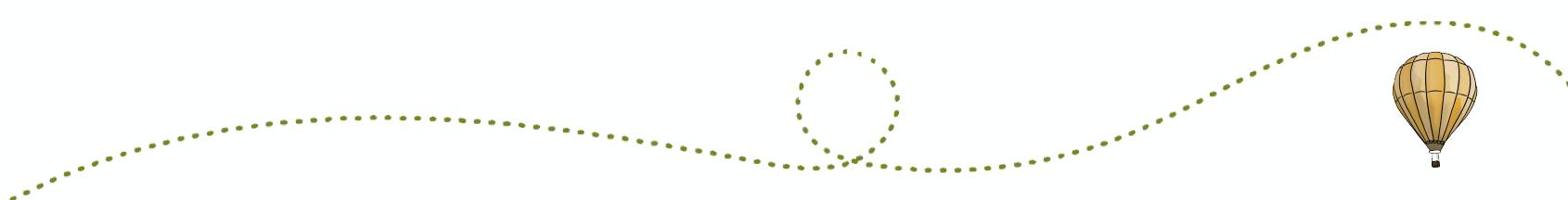


Donna Demaio:

Senior award-winning journalist, editor, writer and broadcaster covering entertainment, food, travel, arts, etc.

She's worked as a producer for Weekend Sunrise, in radio, written for The Age, Traveller, Good Food and more.

Interviewed celeb chefs including Gordon Ramsay and Neil Perry, to name a few.



Growth - Regional Food Experiences

Good Food Guide Hatted Restaurants - 2014:

75 total, 21 in regional Victoria

4 from the Yarra Valley region

The Regional Restaurant of the Year in 2014 was the Healesville Hotel.



Growth - Regional Food Experiences

Good Food Guide Hatted Restaurants - 2023:

167 total, 62 from regional areas
9 from the Yarra Valley region

All partners - Signature Series

- Greasy Zoe's
- Tokar Estate
- Oakridge Winery
- TarraWarra Estate
- Levantine Hill
- The Stables at Stone
- No 7 Healesville
- Seville Estate Restaurant
- Jayden Ong Winery & Cellar Bar



Regional Food Experiences - How We Compare

Mornington Peninsula- 16

Macedon Ranges & Spa Country- 9

Yarra Valley and Dandenong Ranges- 9

Ballarat, Bendigo and Goldfields- 8

Geelong & The Bellarine - 8

Great Ocean Road- 5

Gippsland- 4

High Country & Goulburn Valley- 2

Grampians & Pyrenees - 1

Mildura & The Murray- 1

