

PRESS RELEASE

North East Valleys Food and Wine Murray to Mountains Cycling



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For Immediate Release

PEDAL TO PRODUCE – A TASTY INITIATIVE

Imagine the perfect foodies holiday... cycling from a café in a quaint local village where you've had a fantastic brunch, down a country road to taste award winning wines and onto a farm-gate to pick up some fresh regional produce and meet the farmer who grew it. You don't have to imagine travelling to provincial France to enjoy this perfect escape. It's now available right here in North East Victoria.

North East Valleys Food and Wine and *Murray to Mountains Cycling* have created a tasty new initiative that combines cycling with food and wine for some fantastic results.

Pedal to Produce makes it very easy to work up an appetite while cycling around some of the most beautiful countryside Victoria has to offer. Visitors can pick up a basket for their bike which includes a range of discount offers from local producers. Your adventure then starts through the renowned food and wine producing regions of Rutherglen, Beechworth, Glenrowan, Milawa, the King Valley, Myrtleford, Bright and the Kiewa Valley. Visit cellar doors, stop off at a local brewery or drop into a café for a coffee. If you're feeling hungry, the many bakeries, restaurants and food producers can refuel you for your cycling journey and your basket will be full of goodies by day's end.

To arrange a basket and a voucher booklet please contact one of our Visitor Information Centres:

Bright 03 5750 1233
Mt Beauty 03 5754 1962
Rutherglen 1800 622 871

Beechworth 1300 366 321
Myrtleford 03 5752 1044
Wangaratta 1800 801 065

www.northeastvalleys.com.au

www.murraytomountains.com.au

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