

30 July 2024

Get pre-Pair'd for a new star on the event calendar this November

Pre-sale tickets will be available this week (1-2 August) ahead of general tickets on sale from 5 August, for Pair'd Margaret River Region - Western Australia's brand-new festival taking place over four days this November (14-17) that will see the region's world-renowned wines paired with food and music in new and surprising ways.

Set in the breath-taking surrounds of the famed Margaret River Region, Pair'd is a 'wine first' event, curated through the lens of a sommelier and blended with incredible culinary, music and cultural experiences.

Released today (30 July), the event program is as diverse as it is eclectic, offering guests a variety of never before seen, heard or tasted experiences to delight the senses.

- Ex-Noma alumni will come together at Nature's Table - an event set amongst towering karri trees offering a foraged and fermented long lunch complemented by the soundscape of nature and ancient storytelling;
- 18 of the region's most iconic wine brands will converge in one place at the Grand Tasting offering guests an incredible selection of wines to sample (including access to sought after museum wines);
- Prestigious winery restaurants will be matched with Michelin starred chefs to present world-first Wine Series Dinner collaborations;
- The spotlight will be cast on the region's innovators who are making waves in the industry, with exclusive new season releases and tastings at the New Wave Gathering; and
- Daybeds will be rolled out on stunning Castle Bay, as it's transformed into Margaret's Beach Club - Australia's ultimate coastal celebration featuring day sessions by Cafe Del Mar DJ Ken Fan, and sunset sessions with Brit Pop legend turned cheese and winemaker Alex James (Blur bassist), all perfectly paired with wines curated by legendary local sommelier Cyndal Petty and grilled seafood platters and dishes crafted by culinary heroes David Pynt (Burnt Ends), Ben Jacobs (Lagoon), Aaron Carr (Yarri) and Ben Ing (Alberta's).

Gourmands who are lucky enough to be at the inaugural event this November can expect the expected as they embark on a culinary adventure in Western Australia's South West. Speaking on behalf of the festival management team, Hannah Pike said the program was curated in the same way a sommelier puts forward the best possible pairings to enhance the sensory experience.

“Pair'd is putting forward the best pairings of the destination with the people, the people with the story of place with the wine, the wine with the food, the food with the music,” Ms Pike said.

“Unlike other culinary events that have come before us, Pair'd is a 'wine and food' event - rather than a food and wine event - celebrating the terroir and incredible wines that are produced in the Margaret River Region.

“Much consideration has gone into finding new and surprising pairings to create truly unique events that are accessible for more people to enjoy,” Ms Pike finished.

Global rockstar turned cheese and winemaker Alex James returns to the Margaret River Region for Pair'd this November,

“It's a gourmet heaven. A vibrant food culture with independent producers, growers and makers everywhere you look.

“All that sunshine gives everything so much flavour,” the Blur bassist said.

Evan Hayter, Executive Chef and co-owner of new refined dining restaurant de'sendent in Margaret River, is excited to present a very special dining experience as part of the inaugural Pair'd program.

“An exclusive group of diners are in for a treat as we present the Sushi m Omakase Dinners on Thursday 14 and Friday 15 November,” Mr Hayter said.

“We're teaming up with our friends from renowned omakase and Edomae restaurant Sushi m Tokyo to host two collaboration dinners at our new restaurant de'sendent in Margaret River. Chef Junya Hashimoto crafts refined sushi that has a distinct sense of place, and Sommelier Yoshinobu Kimura seamlessly pairs local and world wines – as well as sake – with cuisine. The Burch family of Margaret River's Howard Park Wines has generously opened its private cellars for these two dinners, providing access to some extremely rare old-world wines.”

“Everyone's looking forward to showcasing the uniqueness of our region and produce; Pair'd will give the world an opportunity to indulge in what we enjoy every day,” he finished.

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Background

About Tourism Western Australia (Tourism WA)

Tourism Western Australia (Tourism WA) is responsible for promoting Western Australia (WA) as an incredible holiday and events destination. We work with a range of people from the public and private sector to develop and promote WA's iconic tourism experiences, to attract events to the State and help the tourism industry thrive.

WESTERN AUSTRALIA

WALKING ON A DREAM



Walk on a Dream in Western Australia and explore the awe-inspiring attributes that make the State such a wondrous, dreamlike destination. Tourism WA's new Walking on a Dream campaign is inspired by WA's unique Aboriginal culture and inspires holidaymakers to book their next visit to WA by showcasing the State's dreamlike qualities - jaw-dropping landscapes, supernatural colour contrasts, otherworldly phenomena, immersive connections with authentic characters, and one-of-a-kind experiences that inspire a sense of unparalleled freedom.

Find out more about [Western Australia](#).

Media contacts:

E: media@westernaustralia.com

