

Sunshine Coast Airport MEDIA RELEASE

Mercurio's Menu set to showcase Sunshine Coast's culinary delights

The Sunshine Coast's burgeoning gourmet food industry will feature on this Sunday's edition (18 May) of Mercurio's Menu thanks to a co-operative marketing venture between Sunshine Coast Airport and Jetstar.

The 13 part series on Channel Seven features popular Australian actor and dancer Paul Mercurio who goes in search of the best produce and cuisine across regional Australia.

Sunshine Coast Airport General Manager Peter Pallot said he was delighted to be able to provide financial support to bring Mercurio's Menu to the Region.

"Mercurio's Menu will promote some of the region's finest produce and cuisine to a national television audience of over 500,000 people.

"The Sunshine Coast episode aired in Sydney on Sunday 4 May and more than 261,000 people viewed the episode - the highest ratings of the series so far.

"That's a fantastic result from a very key market for us as we have over 29 flights from Sydney to the Sunshine Coast each week, Mr Pallot said.

Mr Pallot said the latest edition of Jetstar's in-flight magazine also features the various culinary destinations visited by Mercurio's Menu - including the Sunshine Coast.

"The Jetstar magazine is read by over 1 million national and international passengers each month so our involvement with Mercurio's Menu has enabled us to promote an important local industry to Jetstar's upwardly mobile business and leisure travellers," he said.

Sunshine Coast gourmet produce featured in this Sunday's program include:

- Frank Pardon's Banana's
- The Spirit House - Yandina
- Noosa Farmer's Market
- Fish n Crab Deep Sea Charters
- Berardo's Restaurant
- Tjuringa Emu Farm
- Noosa Crest
- The Beach Retreat Coolum
- Sunshine Coast Airport

Visit the episodes page of www.mercuriosmenu.com for further details on the Sunshine Coast product featured in the segment. Please check your television guide for timing.
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For further information please contact:

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