



PRESS RELEASE

Wednesday 1 September, 2021

NEW – Robertson Potato Festival – April 30 to May 1, 2022

Robertson Showground, Robertson, Southern Highlands NSW

A brand, new expo presented by Expertise Events.

Introducing an exciting, new event, created with the township of Robertson in mind – the **Robertson Potato Festival- it's Spudtacular!** A tailor-made festival by Australia's largest independent family-owned event organiser, Expertise Events.

Old-fashioned fun awaits at **The Robertson Potato Festival**, held over the weekend of **April 30 - May 1, 2022**. It has been developed to bring all-things-potato to life from cultivation to culinary experiences. From making mash or moonshine, to artmaking and growing, cooking and competitions; there'll be opportunities to explore and celebrate the diversity and importance of this staple food which is the world's fourth largest food crop.

"Robertson, with the Big Potato as the town tourism pit stop, is surrounded by rich red soil and known to be one of the best potato producing areas in the country, and we look forward to bringing this inspiring event to life. The humble spud will take centre stage and it will be *spud-tacular*," commented organiser Gary Fitz-Roy, who has farmed in the area for 25 years.

More than a line-up of products for sale, the **Robertson Potato Festival** aims to be an annual entertainment event bringing the locals together as well as providing a perfect weekend getaway to attract visitors. The event will feature education and demonstrations, tools, equipment, and supplies, various competition stages and a fantastic music program to entertain and inform; so the entire family has a *spud-riffic* time.

There are more than 5,000 different types of potato worldwide, and for the festival a family of four mascots has been created as part of the show branding: look out for Russet, Desiree, Kestral and Kipfler as part of the show promotion.

Dedicated stalls and **competition stages will host interactive events such as the peeling competition, potato mash speed eating and sculpture competitions along with cooking demos, sampling of different varieties and of potato-based international dishes**, in a packed program of interactive entertainment.

"There'll be plenty to inspire and inform, from kid's activities through to adult competitions. It'll be interactive in an old school way and our goal is to shine a spotlight on Robertson as a fun town to visit and encourage tourism in the district, providing a boost to counteract the last two years affected by Covid. For the last two decades (and maybe longer) there has been talk about establishing a Potato Festival, we are pleased to drive the launch of this exciting event and invite any locals who want to participate to contact us – we welcome their proposals," commented Fitz-Roy.

Log it in your diaries now! April 30 –May 1, 2022

A *spudtacular* event for a *spudriffic* time

REGISTER for updates at www.robertsonpotatofestival.com.au

Meet the show mascots !

