



# Media release

From the Department of Primary Industries

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## **VIC EPISODES OF MERCURIO'S MENU PROVE RATINGS WINNER: FINAL NORTH EAST EPISODE TO SCREEN ON JUNE 14**

The third and final Victorian based episode of Mercurio's Menu, featuring the North East of the state, will air on June 14 and is anticipated to attract a similar audience to the previous two Victorian episodes.

The North East episode, to air this Saturday at 5pm on Channel 7, is the 10<sup>th</sup> episode to screen of the 13 part series which features food and wine districts from across Australia.

"The first two Victorian episodes have ranked in the top four for most watched episodes nationally," Department of Primary Industries Corporate Reputation Manager Leanne Pitt said.

"The Bellarine Peninsula episode attracted an audience of 895,000, while the Yarra Valley episode has attracted an audience of more than 844,000 so far, with this episode still to air in Tasmania and WA.

"It is hoped that the North East episode, which will visit hazelnut, apple, olive, Welsh Black beef and chicken producers in the Bright, King Valley and Milawa areas, can attract a similar audience to the other Victorian episodes."

Ms Pitt said the Department of Primary Industries had co-sponsored the episodes to help promote the variety of fantastic food and wine found in Victoria.

"It is great that the Victorian episodes are rating consistently as some of the most watched episodes in each state and the rest of Australia is getting a chance to view the variety and quality of produce available in Victoria.

"The series has provided a fantastic opportunity to showcase Victorian producers from established to emerging and niche industries.

"On average, the series has been attracting an audience in excess of 750,000 each week, with more than ten million viewers tuning in to the series so far."

For further information, including the producers featured, please visit [www.dpi.vic.gov.au/mercuriosmenu](http://www.dpi.vic.gov.au/mercuriosmenu).

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