

THE LOUISE

Appellation

BAROSSA'S "THE LOUISE" SECURES NATIONAL AWARD FOR TOP LUXURY ACCOMMODATION IN AUSTRALIA



Canberra, Australia (29 February 2008) --- South Australia's five-star luxury vineyard retreat **The Louise** has been named national winner of the "Luxury Accommodation" award at the 2007 Qantas Australian Tourism Awards ceremony in the nation's capital. This is the top award in the most prestigious accommodation category among the overall 25 national awards announced at this year's gala event.

In accepting the award, Jim Carreker, owner and managing director of **The Louise** and the co-located acclaimed restaurant **Appellation** noted, "We are pleased tonight for the national recognition of the Barossa, and the acknowledgement that highly desirable visitor experiences at the luxury end of the tourism range are to be found in regional Australia. When Helen and I moved to Australia five years ago to create one of the world's great vineyard retreats, we identified the Barossa as a perfect area in which to develop a destination restaurant and luxurious accommodation. We are appreciative that the National Tourism Alliance and this year's award judges have confirmed that this vision is now being passionately implemented at **The Louise**."

The property's general manager, Penny Rafferty, also was present to accept the award in Canberra and has observed, "This special honour is shared among the 40 staff members of **The Louise** and **Appellation**, whose local knowledge and keen enthusiasm have contributed to the creation of a very special guest experience for visitors to the Barossa and South Australia. Delivery of memorable, authentic, well-executed experiences is at the heart of quality, sustainable tourism, and our team dedicate themselves to this every day."

Executive chef at **Appellation**, Mark McNamara, adds his observation that diners frequently remark about the quality of life the Barossa has to offer and in particular the unique destination in which one finds "many of Australia's best wines and truly world-class, fresh, regional cuisine all in one locale."

The Louise is a fifteen suite retreat sited on a gentle hilltop near the village of Marananga and overlooks the vineyards of the Barossa Valley. Its blend of absolute privacy, inspired design, memorable dining and a beautiful location in the heart of the world renowned Barossa wine region sets the property apart. Suites for a couple including breakfast and three-course dinner at **Appellation** start from \$565 per night. The property's popular "Most Brilliant Blend" signature package includes two nights in a luxurious suite, in-suite breakfast, a hands-on wine blending experience at nearby Penfolds, and a labelled bottle of personally blended grenache-shiraz-mourvèdre wine. The highlight of this package is the inclusion of a degustation tasting menu dinner in **Appellation** where one course is exclusively custom matched by the chef to the guests' own Penfolds wine blend. More information and bookings are available through the property's website www.thelouise.com.au or by calling (08) 8562 2722. **The Louise** is marketed as a Peppers retreat.

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