

**PRESS RELEASE** Monday 28 June 2010

## Top tourism attraction on the Fleurieu Peninsula



2010  
Fleurieu  
Peninsula  
TOURISM AWARDS



On Friday evening, Rebekah McCaul, Marketing Manager was able to accept the award for Alexandrina Cheese Company as the Overall Winner of Tourism Attractions at the Fleurieu Peninsula Tourism Awards, Friday 25 June 2010. The annual Fleurieu Peninsula Tourism Awards were held in the ballroom of Currency Creek Winery Complex, Goolwa.

Rebekah McCaul, Marketing Manager: *"We are so thrilled to receive this particular award, and it is such a privilege for Alexandrina Cheese to be voted as Overall Winner of Tourism Attractions in our Fleurieu Peninsula region."*

Alexandrina Cheese Company has operated their farm gate retail shop since 2002, operating daily since 2005. Alexandrina Cheese Company attracts approximately 43,000 visitors per annum, and marks itself as a leader in providing regional food tourism in the Fleurieu Peninsula.

Rebekah McCaul, Marketing Manager: *"Benchmarking, by entering the Fleurieu Peninsula Tourism Awards, continually assists our family business to further develop and define our business strategy. By winning this award we strive to provide our community and its visitors with a tourism attraction of quality, excellence, distinction."*

The Alexandrina Retail & Tourism team at Alexandrina Cheese Company, we overjoyed to hear of the news on Saturday morning.

Rebekah McCaul, Marketing Manager: *"Receiving the Tourism Attraction award help us demonstrate and congratulate our Retail and Tourism team for the fantastic job they do on the frontline to help promote Alexandrina Cheese, Fleurieu Peninsula and South Australia to our visitors."*

Alexandrina Cheese Company were among seven winners on Friday 25 June. We congratulate and honour all the entrants, and other award winners who were involved in tourism's night of nights.

Rebekah McCaul, Marketing Manager: *"It is just wonderful to be recognized among some of the strongest tourism operators in the region."*

End.

Media Contact for photograph selection or further editorial.

Alexandrina Cheese Company - Marketing Manager, Rebekah McCaul

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