



Media Release

27 August 2018

F.A.W.C! Summer Series ticket sales soar

Summer F.A.W.C! Food and Wine Classic tickets flew out the door this morning as keen F.A.W.C!ers snapped up 610 tickets within the first 30 minutes of sales.

Tickets were released for pre-sale to the F.A.W.C! database at 9am this morning and the website has since been inundated with revellers as far afield as the United States of America, all eager to secure their tickets for Summer F.A.W.C! 2018.

The first cab off the rank to sell out was the Friday session of 'Chefs in Homes' with renowned Executive Chef Ashley Jones from Elephant Hill and drinks specialist, Andreas Weiss.

F.A.W.C! goers also bought tickets to a variety of events, seeing 'Cellar Stories with Mary-Jeanne Hutchison', 'Eat Napier', 'The World's Finest Syrah's, and New Zealand's Best', 'Happy Neighbours: American Diner vs Mexican Street Food', and 'La Fiesta Latina De Mangapapa' sell out by lunch time.

Hawke's Bay Tourism General Manager Annie Dundas said she was delighted to see the early demand for this year's Summer Series.

"Now in its seventh year, it's clear to see that Summer F.A.W.C! has no intention of slowing down. With a stellar range of events thanks to the incredible talent in our region, it's no wonder we are seeing interest both nationally and internationally."

For those wanting to get in on the action, general public sales are available from 9am Tuesday 28 August. Head online to www.fawc.co.nz to learn more about each event and purchase tickets.

Summer F.A.W.C! runs from 2-11 November, and features more than 60 unique food and wine experiences in an array of stunning Hawke's Bay landscapes and locations.

F.A.W.C! is organised by Hawke's Bay Tourism and sponsored by Electrolux, New Zealand Sotheby's International Realty, Hawke's Bay BMW, Air New Zealand, Hastings District Council and Napier City Council.

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