



## MEDIA RELEASE

30 June 2025

### **HORIZONTAL FESTIVAL SET TO REDEFINE AUSTRALIA'S FESTIVAL EXPERIENCE: NSW'S MOST IMMERSIVE FOOD, WINE, MUSIC, ART AND CULTURAL EVENT DEBUTS OCTOBER 2025**

Australia's festival landscape is about to be transformed with the launch of the Horizontal Festival, set to debut at Centennial Vineyards in the picturesque Southern Highlands on 4-5 October 2025. Proudly sponsored by **Destination NSW**, the festival is positioned to become a major annual highlight on the state's cultural calendar.

Horizontal Festival is not just another food and wine event. It is an immersive journey, placing the customer experience at its heart by blending the best of NSW's food, wine, music, and art in creatively curated spaces. Festival-goers will enjoy varietal-led wine tastings, exceptional local cuisine, live music performances and art installations—all designed to foster meaningful connections between producers, visitors and industry.

Set against the stunning backdrop of Centennial Vineyards—Horizontal Festival reimagines the festival experience by seamlessly merging the energy of a music concert with the discovery and charm of agri-tourism. Throughout the festival, guests will enjoy live performances and curated music in every zone, alongside captivating art installations, interactive workshops, and demonstrations by sommeliers, chefs, and artisans—creating a truly immersive, multi-sensory festival experience that invites exploration and engagement at every turn.

Festival Creator and Founder, Amanda Fry said "Events have evolved beyond what's on stage or on the plate—people are craving unforgettable, immersive experiences that engage all the senses. I designed Horizontal Festival to put the guest at the heart of the action from the moment they enter the event. Every space offers a multi-faceted experience because I want people to walk away having been part of something fresh, new and exciting."

"By blending the very best of NSW's food, music, wine, and art in creatively curated spaces, we're setting a new standard for what a festival can be. A festival that truly puts the customer experience first."

"Across all the events I curate, supporting local businesses and artisans is at the centre of everything we do. So Horizontal festival is a platform to showcase the extraordinary talent and craftsmanship found right here in the Southern Highlands and across New South Wales. We want every guest to walk away feeling inspired, engaged, and part of a vibrant community and planning their next trip to meet the makers in their home towns."

"We're thrilled that Destination NSW is investing in a regional event of this scale. Their support is instrumental in helping us shine a spotlight on the beauty and potential of the Southern Highlands as a backdrop to celebrating all the NSW makers, creators and growers can offer."



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Minister for Jobs and Tourism Steve Kamper said:

“The Minns Labor Government is proud to back major events in our regions that drive visitation, support local jobs, and boost businesses that rely on our growing visitor economy. I’m delighted to see Horizontal Festival join the NSW major events calendar and I look forward to it becoming a favourite for locals and visitors alike.”

“NSW is world-renowned for its outstanding food and wine, and agritourism is a rich opportunity for regional growth. Horizontal Festival brings together our incredible producers, musicians, and artists in one of the state’s most stunning locations and will be yet another celebration of everything that makes NSW special.”

At the heart of the Horizontal Festival experience are a series of distinct, immersive zones—each thoughtfully curated to transport guests on a journey of taste, sound, and discovery. From elegant wine bars to vibrant gardens and decadent dessert, every area offers a unique atmosphere and sensory adventure, ensuring there is something to delight every palate and personality. Festival-goers will be able to explore the following themed zones, each thoughtfully designed to captivate the senses.

#### **Key Festival Zones**

- **Sparkling Bar:** A serene space with classical music, featuring sparkling wines paired with oysters, high tea, and rare delicacies such as oysters and summer truffles
- **The Vineyard:** A lively area for white wines, decorated to evoke Italian vineyard dining, with upbeat music and food pairings such as lobster skewers, antipasto, and sushi. Artisans like beekeepers and olive oil producers also feature here.
- **Rosé Room:** A dedicated rosé bar and the festival’s masterclass hub, offering wine flights, blending workshops, and expert-led sessions on cellaring and spirits.
- **Cheese Den:** A celebration of NSW cheeses, focusing on sensory experiences with a range of sweet, salty, hard and soft cheeses.
- **The Orchard:** For cider and botanical enthusiasts, this lush, green space offers cider tastings, non-alcoholic drinks and food like apple pies and vegan options, accompanied by live music.
- **Hops Garden & Concert Stage:** A craft beer garden with DJs, burgers and interactive art surrounded by distillers offering spirit creations. Look out for the session headliners.
- **Barrel Room:** The red wine zone, styled with jazz music and a New Orleans ambience, features wood-fired foods, artisans and brand activations from key foodies.
- **Sweet Pairings:** A dessert haven with sweet wine pairings, cakes, puddings, and signature creations from local makers.

***Horizontal Festival is supported proudly by the NSW Government through its tourism and major events agency, Destination NSW.***

For all festival information, program highlights, ticket sales, and the latest updates, visit the official Horizontal Festival website at [www.horizontalfestival.com.au](http://www.horizontalfestival.com.au). Tickets for the Horizontal Festival will go on sale in early July via Ticketmaster.

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## ABOUT HORIZONTAL FESTIVAL

**Where:** Centennial Vineyards, Bowral, Southern Highlands, New South Wales.

**When:** 4-5 October 2025

**Session Times:** Noon- 4pm (day), 5:30pm–9:30pm (evening)

**Ticket Price:** \$59 General Admission. Platinum packages to be released mid-July.

Horizontal Festival is a new immersive food, music, wine, art and cultural event, debuting at Centennial Vineyards, Southern Highlands on 4-5 October 2025. Designed to be far more than a traditional food and wine festival, Horizontal Festival offers a multi-sensory journey that places the customer experience at its heart, blending varietal-led wine tastings with exceptional local food, live music, art and interactive workshops. It's a music concert that seamlessly blends with agri-tourism to create a unique cultural experience.

Festival-goers will explore a series of themed zones, each thoughtfully designed to captivate the senses. Enjoy the Sparkling Bar, a minimalist white haven with classical music, sparkling wines, oysters, high tea, and rare delicacies. Wander through The Vineyard, an Italian-inspired space featuring upbeat music, white wines, lobster skewers, antipasto, sushi, and local artisan showcases. The Rosé Room serves as the festival's masterclass hub, offering wine flights, blending workshops, cellaring tips, spirits, and immersive brand activations.

Cheese lovers can indulge in the Cheese Den, a sensory tasting environment spotlighting NSW's finest cheeses, while The Orchard provides a lush garden setting with cider, botanicals, R&B music, apple pies, vegan fare, kombucha, and local foragers. The Barrel Room evokes a jazz and New Orleans atmosphere, serving red wines and wood-fired foods alongside artisans and top restaurant activations. For craft beer enthusiasts, the Hops Garden buzzes with DJs, burgers, art, spirit creations, and food trucks. Sweet Pairings rounds out the experience with a dessert paradise of sweet wine pairings, cakes, puddings, and signature creations from acclaimed local chefs.

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