

MEDIA RELEASE

ST. BEBIDA
WINES

WHITE ON
Whitehaven
LONG LUNCH BY FISH D'VINE CATERING

The
Whitsundays
THE HEART OF THE GREAT BARRIER REEF

For immediate release
8 May 2024

White on Whitehaven Long Lunch Returns for Three Unforgettable Days in September

Mark the calendars! The Whitsundays' ultimate bucket list event, the White on Whitehaven Long Lunch by Fish D'Vine Catering is back for three glorious days in September (September 6th – 8th, 2024). St. Bebida's White on Whitehaven calls for guests to don their finest white attire and prepare for a truly bespoke experience on the world-famous Whitehaven Beach. Due to the event's immense popularity, tickets are strictly limited with around a third of capacity already sold in pre-sale.

The adventure begins as guests board a luxurious boat in Airlie Beach, cruising past the breathtaking Whitsunday Islands before stepping onto the pristine white sands of Whitehaven Beach, greeted by a glass of French Champagne in hand, with live music from The Natural Culture setting the scene for a perfect day. Guests will indulge in freshly shucked oysters, salmon sashimi, and canapes upon arrival and later, they savour a gourmet buffet lunch featuring fresh seafood, premium BBQ meats, and delectable salads, all served under a stunning white marquee. Guests also enjoy a premium beverage package featuring Taittinger Champagne, Australian wines and beers, cocktails, bottled water, and soft drinks.

Proudly sponsoring the event is St. Bebida, showcasing their exciting new range of products, including Sparkling Rosé, Flamenco Sangria, and 'Chello' Limoncello Spritz, adding a refreshing twist to the event.

Matt McLean, Director at St. Bebida is thrilled to partner with the event this year. "We are absolutely delighted to be part of the White on Whitehaven event this year, and ecstatic to have acquired the naming rights along with it too. This event perfectly aligns with our brand, and we can't wait to be serving everyone fresh from the taps for the three days."

"It's been a big first year of business for us at St. Bebida with constant growth and reach spanning across the country, and this is just the icing on the cake for us."

Fish D'vine co-owner Kevin Collins said he was thrilled to host the ultimate Queensland luncheon experience again and urged people to secure their tickets as they are already selling fast.

"We're expecting the 2024 White on Whitehaven Long Lunch to be another huge success, drawing in over 700 guests from across the country to enjoy three days of beautiful Whitsundays spring weather. As the only public long lunch event on Whitehaven Beach, St. Bebida's White on Whitehaven is already generating excitement, with many guests rebooking for this year. Don't miss out – Saturday is already 75% booked," said Mr. Collins

Tourism Whitsundays Chief Executive Officer, Rick Hamilton believes this year's White on Whitehaven Long Lunch by Fish D'vine will be another great success for Fish D'vine and The Whitsundays.

"The White on Whitehaven Long Lunch by Fish D'vine is a highly anticipated event, drawing visitors year after year from Brisbane, Sydney, and Melbourne to experience its charm.

"Events like these play a significant role in attracting repeat visitation to The Whitsundays, showcasing the diverse experiences available. With its winning combination of iconic Whitehaven Beach, locally sourced seafood, and premium beverages, White on Whitehaven is quickly becoming one of the most sought-after events in our calendar," stated Mr. Hamilton.

Tickets for this iconic event are \$499 per person and include:

- Air-conditioned transfers from the Port of Airlie to Whitehaven Beach
- French Champagne, freshly shucked oysters, salmon sashimi and canapes on arrival

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- Gourmet buffet lunch of fresh seafood, meats and salads
- Dessert platters
- Premium drinks package including the St. Bebida drinks range, Australian wines, premium beers, cocktails and soft drink
- Live acoustic entertainment by nationally acclaimed 6-piece band The Natural Culture.

To purchase your ticket, please [click here](#).

For more information, please email info@whiteonwhitehaven.com.au or call 0418 155 542.

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To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays Heart of Events video, [click here](#).

About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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