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HSBC SPONSORS AUSTRALIA'S PREMIER FOOD AND WINE FESTIVAL

HSBC has announced that it will be the presenting rights sponsor of the annual *Taste* food and wine festivals in Melbourne and Sydney.

Now in its third year, *Taste* celebrates the best of the local Melbourne and Sydney culinary scenes and has established itself as the premier food and wine event for food lovers both in Australia and around the world. *Taste* began in London in 2004 and has since evolved into a global food and wine festival held in 19 cities.

Taste attendees can sample signature dishes prepared by chefs from Melbourne and Sydney's preeminent restaurants, learn about and taste rare and boutique wines and watch cooking demonstrations from top chefs. The event also provides access to leading produce suppliers and purveyors of gourmet food products.

According to Darren Friedlander, HSBC's head of marketing in Australia, *Taste* is a natural fit for the bank because, like HSBC, Australia's food culture is defined by global influences underpinned by local expertise and knowledge.

"Contemporary Australian cuisine reflects the cultural history of Australia, from the native bush tucker of indigenous Australians to British styles of cooking to Mediterranean and Asian flavours introduced by immigrants in the 19th and 20th centuries. Australian food today is defined by local interpretations of these global culinary influences.

"As the world's leading international bank with operations on-the-ground in 88 countries and territories, we recognise the importance of both local knowledge and global expertise.

"*Taste* is a wonderful celebration of Australian food culture and our sponsorship of this event reflects our desire to encourage and promote the understanding of different cultures across the world, which is central to the way we do business.

"Moreover, the *Taste* audience is perfectly aligned with HSBC's target market of affluent, educated, professionals who are internationally mobile, sophisticated and knowledgeable, making this sponsorship a clear commercial and strategic fit for HSBC," Friedlander said.

HSBC sponsors Australia's premier food and wine festival/2

Taste is HSBC's third cultural sponsorship in Australia – HSBC was an official sponsor of the *Cirque du Soleil* 2008/9 tour of Australia and partnered with The Art Gallery of New South Wales in November last year to bring *Garden and Cosmos: The Royal Paintings of Jodhpur* to the Australian public.

HSBC's sponsorship of *Taste* will cover the Melbourne and Sydney events:

- Taste of Melbourne - 26-29 August 2010 – Royal Exhibition Building, Carlton
- Taste of Sydney – 10-13 March 2011– Centennial Park, Sydney

For further information on the *Taste* festivals in Australia, please visit:

<http://www.tastefestivals.com.au/>

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Notes to editors

HSBC Bank Australia

In Australia, the HSBC Group offers an extensive range of financial services through a network of 35 branches and offices. These services include personal and commercial financial services, financial planning, trade finance, treasury and financial markets, payments and cash management and securities custody. Principal HSBC Group members operating in Australia include HSBC Bank Australia Limited (ABN 48 006 434 162) and The Hongkong and Shanghai Banking Corporation (ABN 65 117 925 970). HSBC is marketed worldwide as 'the world's local bank'.

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