



#### Maggie Beer Products – 2 Keith Street, Tanunda

- Core ranges: Pate, Fruit Pastes, Ice Cream, Preserves, Sauces, Sugos, Soup & Stocks
  - Ingredients: Verjuice, Extra Virgin Olive Oil, Red Wine Vinegar, Vino Cotto
- Products sold to major and independent supermarkets, gourmet stores and domestic and international airlines
  - 2 HACCP approved production kitchens with 3 QA team members
    - Food service pack options
    - Third party manufacture.



Where we are unable to make products ourselves, we try to find a partner in South Australia to make it for us. However, if we are not successful in South Australia, we move interstate. Our Extra Virgin Olive Oil, Rosemary & Verjuice Biscuits and ice cream range are made in Victoria and our Aged Red Wine Vinegar in Queensland.

#### Maggie Beer's Farm Shop – Retail and Cafe – Pheasant Farm Rd, Nuriootpa

- The Farm Shop welcomes approximately 150,000 visitors every year
- Opportunity for visitors to taste Maggie's products and sample Pheasant Farm and Beer Bros wines
- Coffee and cake, ice-creams or a picnic basket with a choice of Maggie's pates or terrine are on offer
  - Verjuice cooking demonstrations take place in the studio kitchen every day at 2.00 pm
  - Online sales – individual and corporate gifting hampers.

[www.maggiebeer.com.au](http://www.maggiebeer.com.au)





Maggie Beer is one of Australia's best-known culinary icons and with her husband, Colin, the founders of Maggie Beer Products. A respected mentor to many, she is celebrated for her entrepreneurial skills and natural leadership abilities in the gourmet food arena. Maggie's fame has been built on a career that spans farming, food production, exporting, food writing and television presenting.

Inspired by the Barossa Valley's abundance of fresh produce, Maggie Beer Products bases its reputation on Maggie's own philosophy of using superior ingredients, in season, to produce the best niche market gourmet products for the national and international markets.

As Maggie explains, "We are so lucky to have access to the growers we do here in the Barossa, I don't think it's something that can be contrived. A strong food culture develops organically over time, based on the day-to-day lives of the people that make up the community. The Barossa has such a rich diversity of produce that it has naturally allowed and encouraged an ever-growing tapestry of food-based ventures, but all of them are steeped in a common history. That's the key; there must be substance that sits behind what appears idyllic."

Maggie is one of Australia's best selling authors and has written nine cookbooks in total. It was a natural extension, with her passion for food and food writing, that Maggie should find herself in front of the camera in her own television series – The Cook & The Chef. Since then Maggie's appearances on television have been numerous, with the most notable being her involvement with Masterchef, setting new ratings records for the episodes she has featured in.

As part of the 2010 Australia Day Awards, Maggie was honoured with winning Senior Australian of the Year, in recognition of her focus on cooking with seasonal produce. The following year Maggie became the 2011 South Australian of the Year and in addition to these achievements, Maggie was appointed a Member of the Order of Australia (AM) for her service to tourism and hospitality on Australia Day 2012. In September, 2013 Maggie received a Doctor of Business honoris causa from Macquarie University. And most recently Maggie found herself starring on a postage stamp as one of the winners of the Australia Post Australian Legends Award.

The first product made was Maggie's Pheasant Farm Pate which was originally on the menu of her much acclaimed Pheasant Farm Restaurant. It is truly the benchmark in the pate range. The growth of the pate category led to Maggie and Colin building an export accredited kitchen and the capacity to diversify the product range from pates to fruit pastes to jams, sugo and sauces. Over the last 20 years the business has grown from a just a handful of employees to now being one of the Barossa's largest employers with more than 100 staff across two sites producing over 200 products.

Maggie's cooking ethos has always been to never to let anything go to waste and it was this thinking that led her and Colin to discover Verjuice – with a crop of rhine riesling grapes that they couldn't sell Maggie researched how to make it and was then the first in the world to make it commercially. Verjuice meaning 'green juice'; the juice of unripened grapes. In cooking terms, it's what's known as an acidulant, which gives a sour flavour to foods. Of all acidulants, Verjuice is the most gentle and it lifes the food with out dominating. To accompany the classic Verjuice there is a slightly sweeter version, the beautifully pink-hued Sangiovese Verjuice which is made from crushed red grapes.

Maggie's love of drinking Verjuice led her to develop another drink based on the unfermented juice of grapes, Sparkling Ruby Cabernet. This is made from early harvest grapes, though its not as sour as verjuice, but fruity and tart instead. A non-alcoholic wine made from the juice of Cabernet grapes; Sparkling Ruby Cabernet has the bead of champagne and the mouth feel of a good wine.

