



# MAGGIE BEER

## A CULINARY ICON



Maggie Beer is not just an Australian food icon, she's an essential ingredient in any discussion about food and flavour.

In 1973, Maggie and her husband Colin, settled in the Barossa Valley, their intention being to simply breed game birds. However, the Pheasant Farm and vineyard soon transformed into the renowned Pheasant Farm restaurant, which went on to become part of Australian food history.

In 1991, the restaurant was awarded the Remy Martin Cognac – Australian Gourmet Traveller Restaurant of the Year award. The restaurant was a resounding success, closing its doors late in 1993 at the height of its fame.

In 1996, *Maggie Beer Products* was created, with the opening of the Production Kitchen in Tanunda and where an exciting and popular food brand was born. Today, Maggie's career spans farming, food production, television presenting and food writing. Her appearance on the hit ABC Programme, *The Cook and The Chef* cemented her place as one of Australia's most known and loved food personalities.

Of her many accolades, the following are highlights from Maggie's illustrious career:

- She is the author of 10 cookbooks
- She was awarded Senior Australian of the Year in 2010 and South Australian of the Year in 2011
- She was appointed a member of the Order of Australia

(AM) in 2012 and made a Doctor of Business honoris causa from Macquarie University in 2013

- She found herself starring on an Australian Postage stamp in 2014
- In 2016, she was awarded an Honorary Doctorate by the University of South Australia for her contribution to South Australian tourism

Maggie has made numerous appearances on *MasterChef Australia*, setting new ratings records for the episodes she featured in. Maggie's latest television venture saw her join Matt Moran as co-hosts of *The Great Australian Bake Off*. Another ratings success, Maggie has completed a third series of the show with Foxtel, as its popularity continues to grow nationwide.

Further abroad, Maggie's appeal is also well established, leading to a 1 hour special, filmed in Japan for Foxtel, *Maggie In Japan*, which aired in August 2017.

In 2014, she established the *Maggie Beer Foundation* to provide the pleasure of a good food life for all, regardless of age and health restrictions.

With a board of industry leaders, professors and health advisors, Maggie has made it her personal mission to link the latest research of nutrition's impact on brain health and general wellbeing, with her innate knowledge of what good food can do for everyone's state of mind.

In her own words "We can fix that, together, by challenging community attitudes, helping change the practices of aged-care homes and shifting expectations. We can improve the health, happiness and quality of life of every older Australian, creating an appetite for life."

Completely committed to her Foundation's cause, Maggie has released her latest book *Recipe For Life*, co-written with Professor Ralph Martins, published by Simon & Schuster. Maggie's desire for every Australian to have a good food life leads her to work on many levels, with the hope of encouraging everyone young, old and in between, to enjoy quality, seasonal cooking every day.

### Maggie Beer Products

2 Keith Street, Tanunda, South Australia 5352  
info@maggiebeer.com.au | [www.maggiebeer.com.au](http://www.maggiebeer.com.au)