

MEDIA RELEASE

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Cooking at Home with Maggie Beer

We are living in extraordinary times and it is during times of great distress that people turn to each other, and often their kitchens, for comfort and support. Never before has this been truer than in the current environment where we are finding ourselves spending a lot more time at home, to do our bit to beat COVID-19.

Maggie Beer, who only 12 short months ago celebrated the 40th anniversary of her now famous Quince Paste and Pheasant Farm Pate is today, launching a “Cooking with Maggie” campaign, to support and inspire people in the kitchen using simple pantry ingredients.

Maggie will be reaching out to her community online, showing them how to create simple, delicious and nourishing meals using traditional pantry staples and vegetables in season from her garden at home. Her recipes will be easy to follow, using minimal and long-life ingredients you will find in your pantry, in traditional Maggie way they will not scrimp on flavour or goodness. There will also be the opportunity for people to send in details of ingredients in their pantry that are difficult to use and see if Maggie will create a way of making the most of these ingredients at home.

Maggie says: ‘I love to cook every day and given these unprecedented times, it will be fun for me to share easy, quick dishes, full of flavor just making the most of the ingredients we have to hand in the pantry and in the garden. It’s an opportunity for me to give back to the community for the incredible kindness I’ve been surrounded by as I know well that finding comfort in food sustains us and I love the idea of making the most of the family being home together and sharing the chores. So, each day it will be a dish that I love to eat that is so easy to replicate. Some of them are so uncomplicated it will be hard for me to call them recipes. I hope you come to love my ideas.’

While Maggie’s Farm Shop and Eatery Restaurant are temporarily closed to support the restrictions in place to combat COVID-19, Maggie will be in her kitchen, using this time to support her community and nourish them with inspiration for delicious, hearty, home cooked meals.

“Cooking with Maggie” will be available on her social media channels in the next week with details to be advised soon via social media and her Food Club newsletter.

Instagram - https://www.instagram.com/maggie_beer/

Facebook - <https://www.facebook.com/OfficialMaggieBeer>

Aspiring cooks can also join Maggie’s Food Club (www.maggiebeer.com.au/food-club) to receive personal messages and exclusive recipes from Maggie along with special offers for Maggie’s online store in her newsletters..

For further information or enquiries please contact:

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About Maggie Beer and Maggie Beer Products

Enjoying an unsurpassed career in food and culinary experiences spanning nearly five decades, Maggie Beer has become an Australian food icon. In 1973, Maggie and her husband Colin settled in the Barossa Valley with the intention to breed game birds. However, the Pheasant Farm Vineyard transformed into the Farm Shop that soon morphed into the Pheasant Farm Restaurant, and then to the famous premium food brand juggernaut that is Maggie Beer Products today. Committed to continuous improvement and the true ethos of the brand – flavour comes first, second and third – Maggie, her management team and her team of expert cooks and foodies strive to provide Australian consumers of all ages with the chance to have a delicious food life.