

Media Release

Thursday 20 October 2016

Come and have a drink with us

Recently, a group of KI beverage producers joined with the Office of the Commissioner for Kangaroo Island and the Kangaroo Island Food & Wine Association to showcase their products to island hoteliers, restaurateurs and accommodation providers.

This 'meet the maker' event was attended by 30 people and producers presented their products directly to those who sell them.

This Beverages Project is part of the KI Transformation Project set up by Commissioner Wendy Campana, to assist business growth across a range of industries.

The Beverages Project offers three key components:

- Promoting KI beverages in Adelaide and on-island,
- Developing tourism trails and marketing,
- Identifying options for cost-effective distribution.

The Chair of the Kangaroo Island Food & Wine Association, Tony Nolan also attended the event.

"The project highlights the importance of a collaborative approach to industry development. We have much to be proud of and it's great to be partnering with the Commissioner," Mr Nolan said.

"Producers have shown an interest in having an annual event and the Association will look into that," he said.

The Beverages Project will be showcased to Adelaide-based hotels, restaurants and cellars shortly, and the Commissioner said that licensed premises will be invited to 'sign up' to the Project.

"We will identify marketing and promotional strategies moving forward," Ms Campana said.

"The Beverages Project aims to bring out the wonderful stories of these trail-blazers and share them on-island and off, to build on existing marketing and contribute to the island's economic growth."

Funding is provided via the Commissioner's office, Primary Industries and Regions South Australia and the Department of State Development.

Caption:

The happy producers after the successful 'meet the maker' session, from left, Marc Allgrove (Project Manager), Megan Harvie (Executive Officer, Food & Wine Assoc.), Larry Turner (Emu Ridge Eucalyptus), Mike Holden (KI Brewery), Mary Jones (KI Ciders), Nina Maurovic (KI Brewery), Graham Jones (KI Ciders), Greg Simons (The Drunken Drone), Greg Miller (Bay of Shoals), Sharon Simons (The Drunken Drone), Joan Nemeth (Bay of Shoals), Julie Helyar (False Cape), Heidi Bracko (Dudley Wines), Jamie Helyar (False Cape), Yale Norris (Islander Estate), Jeff Howard (Dudley Wines).

Office of the Commissioner for Kangaroo Island

