



## Office of the Commissioner for Kangaroo Island

### MEDIA RELEASE

## BEVERAGES PROJECT – AN UPDATE

30 October 2017

The Office of the Commissioner for Kangaroo Island (OCKI) has worked on the Beverages Project with local producers and the KI Food & Wine Association for more than a year, as part of OCKI's Transformation Project.

The aim of the Beverages Project has been to promote Island beverages, be they wines, beer, spirits or cider, to the Island and to the South Australian mainland, via a series of events, personal face-to-face presentations and sales initiatives.

A lot of time has gone into this Project, and over the period, several experts in the field have worked with OCKI to bring about the aims.

Several Island producers committed to the project, actively engaging in tasting events, presentations and sales.

From meetings with 172 mainland businesses, 10 of those have taken Island product onto their lists – these being restaurants, bars, cafes and bottle shops.

Fifteen events have been held, and a total of 21 media articles have appeared The Advertiser, WineState magazine and The Islander and on several social media sites.

Retail sales have seen the equivalent of 1,200 bottles sold, with a retail value of \$20,000, without counting sales that have been achieved from those that are partially involved in the project and have their own direct sales arrangements.

One of the participants is Dudley Wines and Jeff Howard is cautiously pleased with his results.

"It is a positive way to get our brand into the Adelaide market ... but we realise it is going to take considerable time to get our brand recognised," Jeff said.

"Sales to date for us have been minimal but we understand that this is a long-term project. We have received very positive responses at the events we have attended, and we all realise it is going to take time for the Kangaroo Island wine name to gain traction."

Another of the wine producers, False Cape Wines, agreed.

"False Cape Wine's involvement in the Beverages Project has been beneficial in increasing our sales and building awareness of KI wines in Adelaide and on KI," Julie and Jamie Helyar said.



## Office of the Commissioner for Kangaroo Island

Project manager Marc Allgrove said, “it was evident from the beginning of the project that genuine interest in KI’s produce existed in Adelaide but knowledge and accessibility was limited. The project has raised awareness, opened doors and is beginning to unlock myriad opportunities for the Island’s producers”.

“The Commissioner and the KI Food & Wine Association have been strong advocates for KI beverages and without their support it would not have been possible to get our quality wines into restaurants in Adelaide, at places like La Boca, Pollen, Faraja and at the InterContinental, plus bottle shops around the CBD,” Jamie said.

“Kate Giles, the project’s sales representative, has been instrumental in converting the dream into sales in Adelaide.”

“We are taking small steps but all is looking bright for the future of KI wines,” Jamie said.

Commissioner Wendy Campana has been pleased with the result to date, knowing full well that time is needed to make a difference.

“It is really encouraging to see that two new cellar doors have opened on the Island recently, and two new food and wine tours have been launched,” Wendy said.

“We are exploring new ways to market KI beverages and a new distribution model, and there are untapped opportunities to continue expanding the Island’s wine name to the mainland and beyond.”

“I thank Primary Industries and Regions SA for their assistance with funding, and also the producers who have worked with us, and look forward to continuing these relationships into the future.”