

Minister Geoff Brock

Minister for Regional Development
Minister for Local Government

Friday, 12 December, 2014

\$1 million grant to boost Barossa tourism and jobs

A new cellar door in the Barossa supported by a \$1 million State Government Regional Development Fund grant will create jobs, increase economic growth and boost the international reputation of the region.

Announcing the grant in the Barossa today, Regional Development Minister, Geoff Brock said the 'St Hugo Brand Home' Cellar Door Complex would draw tourists and investors alike to the region.

"A key to further developing our regions is building further the important links between food, wine and tourism across the State," Mr Brock said.

"This new cellar door – to be developed within the Jacob's Creek precinct in Rowland Flat – will offer particularly high end food and wine experiences for Barossa visitors.

"Pernod Ricard Winemakers, the company that owns St Hugo and Jacob's Creek, is Australia's fourth largest exporter of branded wine, while Jacob's Creek is one of South Australia's most internationally recognised wine brands.

"This \$1 million grant from the Major Projects Program – part of the expanded \$15 million a year Regional Development Fund – offers a significant boost to the development of the St Hugo Cellar Door which is expected to attract around 20,000 domestic and international visitors a year to the Barossa.

"The benefits of this will flow on to other local businesses, increasing regional growth and supporting the wider Barossa brand.

"Employment in the Barossa region will also be boosted, creating 8.5 FTE ongoing positions in addition to 40 jobs during construction.

"This project supports the Government's strategic and economic priorities of Premium Food and Wine from our Clean Environment, and South Australia – a growing destination choice for international and domestic travelers," Mr Brock said.

Global Operations Director of Pernod Ricard Winemakers, Mr Brett McKinnon said the project grant was a major commitment to the State's wine industry.

"The St Hugo Cellar Door development will target high end wine and food consumers internationally through experiential food and wine tourism," Mr McKinnon said.

“We are passionate about promoting South Australia as a food and wine destination and believe it’s an essential part of building the reputation of our food and wine brand at home and abroad.

“This will bring to life the authenticity of St Hugo through engaging and inclusive visitor experiences, and will stimulate jobs, tourism and economic growth in the Barossa region.

“The region’s produce is of incredible quality and we are looking forward to being able to promote the Barossa – and South Australia –to high value tourists globally,” Mr McKinnon said.