

## Minister Geoff Brock

Minister for Regional Development  
Minister for Local Government

Friday, 11 September 2015

### Seasonal pop-ups showcase Kangaroo Island

A program of seasonal pop-up events will showcase Kangaroo Island food and wine through a new initiative supported by an \$80,000 State Government Regional Development Fund grant.

The 'Eat Kangaroo Island' initiative is a collaboration between the Kangaroo Island Food and Wine Association and Brand Kangaroo Island.

The first event is being held today between 5:00-7:30pm at the Island Pure Kangaroo Island stall at the Adelaide Central Market.

Regional Development Minister Geoff Brock said the pop-up events were aimed at promoting economic growth for the Island by increasing market awareness, value recognition and demand for Kangaroo Island products.

"I was on the Island recently to meet with local business and community leaders, and we discussed the island's remoteness as one of the key challenges faced by local producers," Mr Brock said.

"This initiative takes Kangaroo Island food and wine beyond its shores to reach a greater audience, and is a great example of a collaborative regional project supporting the State Government's economic priority of 'Premium food and wine produced in our clean environment and exported to the world'.

"The projects has been funded through the Regional Development Fund's Regional Food Initiatives Program, which has committed \$600,000 over a two year period to support regionally-based food organisations to build a stronger regional food presence in South Australia.

"Creating economic growth through increased awareness and demand will benefit the vital agriculture and tourism industries of Kangaroo Island," Mr Brock said.

Project Manager for 'Eat Kangaroo Island' Megan Harvie said that the pop-up events would give food and wine lovers the opportunity to try the local produce and to meet the producers as well.

"For our first event, we've partnered with Island Pure's Kangaroo Island stall at the Adelaide Central Market to launch our annual program of seasonal pop-up tastings," she said.

"These will be conducted on the second Friday of each season.

“At today’s event you will be able to discover the authentic taste of Kangaroo Island, and meet producers from Islander Estate Vineyard, Kangaroo Island Source, Island Pure Sheep Dairy, Kangaroo Island Olive Oil and Kangaroo Island Shellfish.

“Our region’s seasonal food and wine story will be communicated on our new Authentic Kangaroo Island social media platform across Facebook and Instagram. It’s a fantastic way to keep in touch with the entire Eat Kangaroo Island event program.”

The State Government’s \$15 million a year Regional Development Fund drives economic growth and productivity by offering grants to boost investment in regional infrastructure and the creation of jobs and new opportunities for regional South Australia.

**Eat Kangaroo Island: Spring Pop Up Event**

**Date:** Friday 11 September 2015

**Time:** 5:00-7:30pm

**Location:** Island Pure Kangaroo Island Stall (16/17), Adelaide Central Market, Gouger Street, Adelaide