

Minister Geoff Brock

Minister for Regional Development
Minister for Local Government

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\$830,000 expansion for Barossa's Torbreck Vintners

An \$830,000 development for the Torbreck Vintners cellar door and visitor centre will create an improved tourism experience and significant economic benefit for the Barossa, Light and Lower North region.

Regional Development Minister Geoff Brock today announced a \$200,000 State Government Regional Development Fund grant supporting the project, which involved the construction of five additional private tasting rooms and a large exhibition space.

"This project will allow Torbreck Vintners to establish larger, improved facilities and create job opportunities for the region," Mr Brock said.

"Six new jobs will be created at the cellar door in Marananga, with another 30 jobs required during construction.

"The new rooms will allow Torbreck to offer tutored wine tastings and establish display areas to showcase the history and diversity of the Barossa vineyard growing region.

"It's estimated the project will also result in a 50 per cent increase in sales revenue by offering tasting seminars, classes and private experiences not currently available.

"Once the new rooms are operational, extra staff will be required to conduct these various events, as well as dealing with a greater visitor numbers, general maintenance and ongoing activities."

Mr Brock said the development was a great example of a project which would benefit South Australia through its alignment with the 'Premium food and wine produced in our clean environment and exported to the world' economic priority.

Torbreck Vintners has been producing premium and super premium wine for 20 years. The company has been recognised as one of the top 100 wine estates of the world.

Peter Perrin, General Manager of Torbreck, said the new premises would help deliver a much more satisfying customer experience.

"We aim to provide an immersion experience to visitors, covering the history, diversity and unique qualities of the Barossa Valley area as a grape growing and wine making region," Mr Perrin said.

"The project will add much-needed space to the current cellar door cottage, increasing the current two tasting areas to five private tasting rooms and a large exhibition and tasting space.

“We anticipate the new project will attract both tourists and wine enthusiasts, aligning the visitor experience with Torbreck’s worldwide prestige and innovation reputation.”

The State Government’s Regional Development Fund drives economic growth and productivity by offering grants to boost investment in regional infrastructure and to create jobs and new opportunities for regional South Australia.

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