

Minister Geoff Brock

Minister for Regional Development
Minister for Local Government

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d'Arenberg development to create 58 new jobs

A new tourism development by iconic family-owned winery d'Arenberg will generate local jobs and create a drawcard for visitors to the region with assistance from a \$2 million Regional Development Fund grant.

Regional Development Minister Geoff Brock said that the \$11 million 'd'Arenberg Cube' winery visitor centre would appeal to a wide variety of visitors, from wine lovers to day trippers.

"The Osborn family has owned and grown grapes on its McLaren Vale property for over 100 years," Mr Brock said.

"Their renowned cellar door and restaurant facilities are located there alongside their production facility and are now reaching capacity on a regular basis.

"Up to 150 jobs will be generated during the construction of the new visitor centre with local firms and tradespeople to be sourced for the build.

"Increasing the cellar door size will significantly allow for up to eight times more visitors to that facility, while the new restaurant and function space will be able to cater for a threefold increase.

"The grant will support d'Arenberg to create 58 new ongoing jobs within 18 months of the centre's opening across the business including customer service, hospitality, and sales.

"The development of the 'd'Arenberg Cube' is an investment in the future of the region and South Australia, supporting the state's economic priorities of Premium food and wine exported to the world and South Australia as a destination of choice for travellers," Mr Brock said.

Local MP and Tourism Minister Leon Bignell said the new five-storey centre would attract visitors to the region.

"The Cube will feature tasting rooms and a restaurant and will appeal to a wide range of visitors," Mr Bignell said.

"The new project definitely plays to the strengths of the McLaren Vale area and the 360 degree views from the top floor will show off the incredible Fleurieu Peninsula.

"There is growing demand for South Australia's regional food and wine and I am sure there will be a great deal of interest from local, interstate and international visitors in seeing the completion of this unique structure."

Chief Winemaker and Viticulturalist at d’Arenberg Wines, Chester Osborn said that the Regional Development Fund grant would support the core structure building construction, internal fitout, equipment, and grounds and carpark development.

“We’ll be able to progress confidently and on time with this exciting project because of this grant,” Mr Osborn said.

“The new state-of-the-art centre will feature tasting rooms, wine themed experiences, a restaurant and function areas and sales of local produce, as well as our iconic d’Arenberg wines.

“Visitors will be able to enjoy a range of wine experiences over five floors, including different ways to learn about the wine making process, audio visual technology, sensory activities, pairing wine with food and the chance to blend their own wines.

“It will also offer foreign language services, in particular to be able to serve the growing Asian tourism market,” Mr Osborn said.”

The State Government’s 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.

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