

News releases - Geoff Brock

New premium beverage experience for the Adelaide Hills

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Four South Australian companies are joining forces to create a luxury beverage experience in the Adelaide Hills incorporating a new state-of-the-art facility and cellar door.

The 'Premium Adelaide Hills Beverage Experience' – a joint project between The Hills Cider Company, Mismatch Brewing Co, Adelaide Hills Distillery and Ashton Valley Fresh – has been awarded a \$950,000 Regional Development Fund grant to establish the facility between Nairne and Woodside.

The project will create a unique tourism experience incorporating new brewery facilities for Mismatch Brewing Co, a distillery for the Adelaide Hills Distillery producing premium and luxury spirits, and a cellar door outlet for all four brands.

There will also be facilities to host large events and a farm shop stocking local products.

The \$4.5 million project will create 35 ongoing positions in addition to 15 jobs during construction.

Background

The Regional Development Fund (RDF) drives economic growth through grants to boost investment in regional infrastructure and the creation of jobs in South Australia.

According to independent analysis, projects awarded grants through Rounds 1 and 2 of the RDF are creating 2,265 regional jobs and contributing \$933 million to the South Australian economy in 2015-16.

During the life of the projects, a total of 14,389 jobs will be created with a \$5.6 billion economic contribution to the State.

In the Adelaide Hills, Fleurieu and Kangaroo Island region, RDF projects from Rounds 1 and 2 are creating 215 jobs and contributing \$71 million to the economy in 2015-16.

This project supports the State Government's economic priorities of 'Premium food and wine produced in our clean environment and exported to the world' and 'South Australia – a growing destination choice for international and domestic travellers'.

Quotes attributable to Regional Development Minister Geoff Brock

The Hills Cider Company, Mismatch Brewing Co, Adelaide Hills Distillery and Ashton Valley Fresh are all proudly South Australian businesses committed to the economic growth and prosperity of the State.

The project will foster collaboration between like-minded producers, working together for the greatest impact and benefit for their businesses, their industry, their region and the state.

The development will see the companies invest in innovation and capitalise on the latest technology for advanced brewery and distillery production.

The one-of-a-kind combined cellar door will enable these premium local products to be displayed and promoted together where they are grown and produced.

Quotes attributable to Tobias Kline from Hills Cider Company, Adelaide Hills Distillery and Mismatch Brewing Co.

This project will allow all four companies to grow, increase market access and improve production capacity across our range that includes craft beer, cider, premium spirits and juice products.

We will also be able to support other South Australian businesses through suppliers and customers.

The new facility will improve the export potential of all companies – allowing Mismatch Brewing Co and Adelaide Hills Distillery to scale to sufficient export production and The Hills Cider Company and Ashton Valley Fresh to have the capacity to export to additional markets.

Expanding our production across the brands will also allow us to seek partnerships in other countries and markets, particularly in Asia, the United States of America, and Europe.

The cellar door will offer the opportunity for other boutique wine producers in the Adelaide Hills to conduct tastings and sell their wines.

Our aim is for the ‘Premium Adelaide Hills Beverage Experience’ to become a must-visit destination for visitors to South Australia, complementing the region’s reputation for quality food and wine.