

The Barossa Cellar reaches \$2 million milestone

The Barossa Cellar has passed the halfway mark in its fundraising campaign, with more than \$2 million in cash and in-kind donations committed to the project.

Donors include Barossa wineries, winemakers, growers, winery employees and suppliers, with significant donations also coming from Barons of Barossa and overseas donors with a strong connection to the Barossa.

Chairman of The Barossa Cellar, James Wark, said the immediate goal was to raise another \$1 million by September 30.

"We are confident the growing support from the Barossa grapegrowing and wine community will help us achieve this target so we can start building in spring this year," James said.

"This will enable the BGWA (Barossa Grape & Wine Association) to move into their new home by mid-2018 which will be a fantastic result."

James continued that it was important for grapegrowers and winemakers to realise that The Barossa Cellar would deliver significant future benefits to them through increased demand for Barossa grapes and wine.

The 2017 Vigneron of the Year, Steve Schiller, said The Barossa Cellar was a fantastic opportunity for local grape growers and winemakers to show their commitment and support for the region.

"The Barossa Cellar will help to increase the status of the Barossa Valley as a world-class wine region and this will be reflected in demand and prices for our grapes and wine," said Steve.

"I'm very much looking forward to being a part of this exciting project that will keep the Barossa growing strong for future generations."

Nuriootpa grape grower, James Rosenzweig, said The Barossa Cellar was a chance for growers to step up and contribute financially to a building that lifts the image of the Barossa brand.

"Domestic and international guests of importance to us all visit the region regularly and when combined with BGWA activities, this new home will help promote Barossa wine, which can only have a positive influence on grape prices in the future," James said.

Tanunda growers, Fiona and Daniel Habermann, have donated a vineyard in the name of their family vineyard Habermann's Hohe.

Fiona and Daniel said, "We wanted to support this exciting and ambitious project, a purpose-built hub that will enhance our ability to showcase why the Barossa is one of the greatest wine growing regions in the world."

Eden Valley grapegrower, Karl Schiller, said The Barossa



James Rosenzweig, Rosenvale Vineyards, Nuriootpa, and Steve Schiller, Tractor Tread Vineyards, Gomersal, have both been the newest to donate to The Barossa Cellar project.

Photo by Liz Alderslade.

Cellar would provide growers and winemakers with a more central base and better facilities.

"Communication between growers and winemakers is probably the best it's ever been and having a neutral place to meet and host wine and viticulture events will further unite the Barossa wine community," said Karl.

James Wark said many suppliers to the Barossa wine community also saw The Barossa Cellar as an opportunity to get involved and "give something back".

"We are highly appreciative of the generous support from suppliers who have pledged in-kind services to reduce the overall cost of The Barossa Cellar," said James.

"The Barossa Viticulture Technical Group and Barossa Vine Improvement are working closely with Louisa Rose to plan and establish an exceptional Shiraz vineyard featuring heritage

clones, Treasury Wine Estates has offered a significant amount of local stone from their Eden Valley vineyard, and the Ahrens Group has agreed to build The Barossa Cellar at cost."

"Not only does this kind of support reduce the overall cost, but it ensures there is a strong connection between The Barossa Cellar and the local wine community which is vital to the project's success."

In response to a large number of enquiries about access to the building, it has been agreed that BGWA member and donors to The Barossa Cellar will be welcome to visit the Cellar during regular working hours.

The building's key functions will be, to serve as the new home of the BGWA, which will continue to support Barossa growers and winemakers; provide a stunning venue for hosting local, national

and international wine writers and media, buying groups and other interested parties;

provide meeting and networking facilities for local grapegrowing and winemaking groups; educate wine consumers about Barossa wine and promote Brand Barossa to a global audience; and cellar a magnificent, independent collection of the Barossa and Eden Valley's finest wines.

James said The Barossa Cellar represented a significant investment in the future of the Barossa and would bring immense benefit to the whole region for generations to come.

He continued, "I urge anyone who is considering making a donation to please do so as soon as possible. Every donation is important, not just to finance the building, but to ensure The Barossa Cellar is a living, breathing building that represents the aspirations of

a united Barossa wine community. "We have a range of donor categories including Stones for \$500 and Vines for \$1000. This is an opportunity to invest in the perpetuity of The Barossa Cellar and establish a generational connection by making a donation in the name of families, children and grandchildren, or in memory of loved ones.

"Every donation we receive, no matter how small, gets us closer to our goal."

All donors will be acknowledged on a perpetual display within The Barossa Cellar and on the website.

To donate, or for more information, visit our website at www.thebarossacellar.com.au or email info@thebarossacellar.com.au.

There is also a donation form available on page 18 of *The Leader* for The Barossa Cellar.



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