

Key supporters for The Barossa Cellar

The Barossa Cellar has announced its first two Platinum Key donors - Casella Family Brands and the Orora Packaging Group.

Mr John Casella, managing director of Casella Family Brands, said he was proud to support The Barossa Cellar.

"The Barossa Cellar is an exciting new landmark for the Barossa that aims to share the region's rich history, community spirit and vision for the future," John said.

Orora is one of the largest suppliers to the Australian wine industry. Its glass manufacturing facility at Gawler, on the doorstep of the Barossa, employs 340 people and produces more than one billion, high quality, glass bottles every year.

General Manager, Orora Glass, Mr Greg Savage said as a local manufacturer and key supplier to the Barossa, Orora was committed to supporting the Barossa community and the preservation of locally-made products.

"Barossa wine is world-renowned and The Barossa Cellar provides a unique opportunity to promote our customers' brands in a globally-recognised, fully immersive educational experience," Greg said.

"Once complete, we look forward to visiting the facility and viewing the full suite of Barossa wines on display, many of which have been proudly packaged by Orora.

"The Barossa Cellar is a testament to the Barossa's community spirit. Many families working and supporting the local wine industry will be able to experience first-hand, their generational impact on the Barossa brand."

Baron of Barossa chairman, Mr Stephen Henschke welcomed Casella Family Brands and Orora as The Barossa Cellar's first Platinum Key holders.

"Along with the Ahrens Group's Diamond Key contribution,



Orora SA general manager, Mr Greg Savage; Peter Lehmann Wines chief winemaker, Mr Nigel Westblade, and Baron of the Barossa chairman, Mr Stephen Henschke.

Photo by Liz Alderslade.

these significant donations have been very well received by our hard-working committee," Stephen said.

"We are fortunate that so many wineries, growers and individuals have chosen to support The Barossa Cellar and we are now looking to all key suppliers to the Barossa wine community to get behind this project and help repay the loan that Barons of Barossa has taken out to finance the construction and fit-out of the building."

Stephen said there were hundreds of businesses, both in

the Barossa and beyond, who, for many years, had benefited from the popularity of Barossa wine around the world. He said this was not just a result of the quality of the wines produced in the Barossa and Eden Valleys, but because of the hard work, dedication and innovation of many generations of grape growers and wine producers.

"The Barossa Cellar is the perfect opportunity for suppliers to the Barossa wine community to give something back and support, what I believe is, the most exciting project we

have ever embarked upon in the Barossa," Stephen said.

"Everyone will ultimately benefit from The Barossa Cellar's wine education and promotional activities, from consumers, growers and wineries, to the goods and service providers who support these people and their businesses. We want to see them all get involved and back this project."

Preliminary building works for The Barossa Cellar are now underway at the site on Stockwell Road at Vine Vale.

The full list of donors to The

Barossa Cellar is now available at www.thebarossacellar.com. If you would like to make a donation, you can do so online or by emailing info@thebarossacellar.com.au.

Donor categories begin at \$500 for a Stone, or \$1,000 for a Vine, and range to Key categories of greater value, for which donors receive several additional benefits.

All donors will have access to The Barossa Cellar and will be acknowledged on a permanent display within the building and on the website.

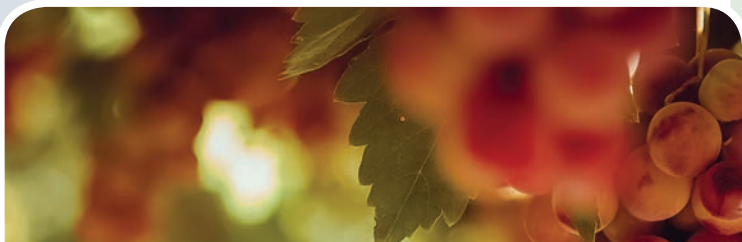


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Barossa International Business Network and Hong Kong Trade and Development Council present a Roundtable and Networking

Tuesday, 15 May 2018
4pm - 6 pm,

Venue: Ubertas Wines, Nuriootpa



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