

media kit

FleurieuFood



FLEURIEU PENINSULA



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Fleurieu Food – a simmering pot of energy and drive, seasoned with a tangible sense of freedom.

Introduction

The Fleurieu Peninsula is a picturesque footstep at South Australia's southern tip. Bounded by the sea, this idyllic pastoral land of rolling hills and gentle sea breezes is home to a small population from all corners of the globe who seek to live, work and relax within its easy rhythm.

The peninsula was first home to five indigenous tribes who roamed the bountiful country long before Europeans arrived. The hunt for seals and whales led the first Europeans ashore, quickly followed by a flurry of explorers.

Among those venturing to this new world were Frenchman Nicolas Baudin and Englishman Matthew Flinders – the happenstance meeting of their ships along the coast in 1802 made history with Flinders naming their meeting place Encounter Bay while the Peninsula took the name of the Comte de Fleurieu, then French Minister of Naval Affairs and the Colonies.

"The Fleurieu is a feast for all five senses. We are truly spoilt to be living amongst such treasures."

BRONWYN BUSBRIDGE, SPICE GIRLZ

A Bountiful New Land

Gazing across the Fleurieu's gently rolling hills to the sea, one can imagine the new arrivals marveling at their good fortune, with the temperate maritime climate inspiring a wide range of farming enterprises across the length and breadth of the peninsula.

Cereal crops were widely planted, followed by mixed farms, fruit orchards and, in the Willunga basin, almond trees. Willunga soon became the largest almond growing district south of the equator and remained so until the indomitable rise of the region's wine industry.

The region proved to be a natural destination for Italian migrants during the 1900's, reflecting their innate understanding of its Mediterranean-like climate.

Thousands of acres of olives continue to thrive and are still a mainstay of the area's production.

New Pioneers

The natural pairing of food and wine saw a surge of interest in regional food in the 1980's.

When Pip Forrester took the reins of the Salopian Inn in 1988, it became a symbol of the symbiotic collaboration between restaurants and regional food producers. Other passionate advocates of Fleurieu food, notably Zanny Flanagan, Tori Moreton and Rachel McMillan, have added their spice to the mix and remain integral to the regional food scene. Pip went on to establish the Fleurieu Food group in 2003, now chaired by the energetic and passionate Rachel McMillan.

Making Its Mark

The weekly Willunga Farmers Market opened in 2002, the first farmers market in South Australia. Fitting for a region so rich in produce, it was an immediate success and inspired a wave of regional markets across the state. Still going strong, it has been joined in more recent years by the Victor Harbor Farmers Market and a host of smaller marketplaces.

The food scene here is certainly flourishing, a simmering pot of energy and drive, seasoned with a tangible sense of freedom. Hidden in the rolling hills and dales of the peninsula are small pockets of land that take perfect advantage of ample sunlight, reliable rainfall and floating sea breezes, creating micro climates for growing vegetables packed with flavour, for raising sheep, goats and dairy cows and for rows of heavily laden olive groves and almond orchards.

"My Saturday morning isn't complete until I've been to the Willunga Farmers' Market and stocked up with the basket full of supplies. There is always more than I ever expect to buy." PIP FORRESTER

Within its borders lies McLaren Vale, one of the great winemaking regions of Australia, replete with vineyards and wineries, and now equally renowned for its food scene. Restaurants and cafes only need to look to the Southern Fleurieu for their menus, with fresh meat and poultry, dairy, vegetables and fruit just a stone's throw away.

A Sense of Freedom

The ocean at its doorstep, white beaches for swimming, surfing, walking and contemplating and an abundance of great food and wine inscribes the footprint of this integrated culture.

Ask anyone why they chose to live and work in the region and you'll hear the same refrain – relaxed lifestyle, a sense of freedom and newness, openness and a tangible sense of welcome.

What is the Secret to Fleurieu Food?

Yes, its Mediterranean-like climate, sustainable lifestyle, passionate producers and dedicated chefs tell the tale but, even more importantly, there is a tangible sense of freedom and a lively atmosphere of innovation that imbues every morsel of food from the Fleurieu.

The roots of Fleurieu Food are firmly planted in its fertile soil, yet this thriving food culture reaches out to the wide blue sky for inspiration.

"It is a foodie's paradise to live here. You feel like you can do anything...it's not bogged down by tradition."

TORI MORETON, PRODUCERS OF MCLAREN VALE

Fleurieu's food heroes

This roll call of Fleurieu's food heroes is a reflection of the ongoing evolution of the Fleurieu food story. This list may include enduring vocations - farmers, cheesemakers, olive oil makers and chefs – but above all, it reveals the sense of freedom that invigorates the region's food scene and drives its prosperity.



Alexandrina Cheese Company

The Alexandrina Cheese Company was established in 2001 and is truly a family affair, with four generations working in this thriving business. An all-encompassing way of life for the McCauls, this is their 'golden dream.'

www.alexandrinacheese.com.au



Ben Sommariva

The Kitchen Door at Penny's Hill

After spending much of his childhood in the kitchen with his Nonna, Ben Sommariva honed his craft working at a number of leading restaurants throughout Australia. In 2005, he settled in McLaren Vale and is now firmly ensconced at The Kitchen Door.

www.pennyshill.com.au



Charlotte Morley

Illawong Texel Lamb

When she was only 15 years old, Charlotte Morley inherited the 1600-acre Illawong sheep property high in the hills at Parawa on the Fleurieu Peninsula. Since she came upon this breed while visiting the UK in 1987, Charlotte has been beating the drum for Texel Lamb in South Australia and is as committed today as she was then.

www.illawongtexel.com.au



David Swain

Fino

Since opening the doors of Fino in Willunga, this tiny restaurant has been shining a focused light on local produce. It was named 'Best Regional Restaurant in South Australia' in 2009, 2010, 2012 and 2013 and in 2010, David Swain was honoured for 'Outstanding Use of Produce by a Chef' in the Australian Produce Awards.

www.fino.net.au



Geoff Hutchinson & Barry Clarke
 Fleurieu Milk & Yogurt Company

In an era when many dairy farmers in South Australia have been forced to sell the family farms and leave their land, Geoff Hutchinson and Barry White decided to take full control of the supply chain and began the Fleurieu Milk Company in 2005, selling freshly pasteurised milk, with no additives, from their own herds.

www.fleurieumilkco.com.au



Mark & Lisa McCarthy
 McLaren Vale Orchards

When Mark and Lisa met, they dreamt of owning an orchard on the Fleurieu Peninsula. In 2008, they purchased a beautiful twenty-seven acre farm in the undulating hills of McLaren Vale and now, together with their three children, they are living their dream. Their long hours and hard work reaps results and the orchards are a healthy home to a wide variety of flavourful and wholesome produce.

www.missmerbein.com



Tony Harding
 Harding's Fine Foods

Tony planted his olive grove in Willunga in 1996, realising the region's Mediterranean climate would enhance the flavour of his oils. He believes it's the best decision he has ever made! Along with a range of olive oils, he produces an extensive range of nut and seed oils and spreads.

www.hardingsfinefoods.com.au



Vince Scarfo
 Diana Olive Oil

Vince Scarfo, a second generation olive grower, launched his own premium olive oil brand, Diana, in 1989. His bustling business in Willunga encompasses the crushing, packaging and distribution of Diana Olive Oil, along with crushing services for many Fleurieu Peninsula olive growers.

www.dianaoliveoil.com.au

Seasons of the Fleurieu

The Fleurieu Peninsula's Mediterranean-like climate combined with a food and wine focused lifestyle makes this region one of South Australia's most vibrant culinary hotspots. Its farmers and chefs, like its grape growers and winemakers, are attuned to the clear call of each season, ensuring that the paddock to plate principle is not only alive and well but fine tuned to new heights.

Spring

September - November

Average temperature – a mild 22C

- Milk is at its creamy best with warm sunshine encouraging green grass for feed
- Spring lamb is renowned for its tenderness and flavour
- Asparagus and broad beans are in the Spring garden
- Goat's milk cheeses are fresh and bitey/tangy
- Budburst in vineyards signal a new growing season
- Swaying fields of wheat are ready for harvest
- Outdoor living begins afresh
- Fleurieu Food Fiesta! Olive awards
- New season's olive oil at its fresh best
- Opening of the yabbie season



"It's a slower pace than the city and the vibe here is great, especially among chefs and food producers. People actually care about the place!"

BEN SOMMARIVA, THE KITCHEN DOOR

Summer

December - February

Average temperature 25 – 34C

- The southern coast is the Fleurieu's summer playground, with clear blue waters, perfect for fishing, swimming or just chilling out
- The paddocks turn golden, contrasting the deep green of vineyards
- Grape harvest begins in late February with a flurry of activity
- Figs and mulberries stain fingers with juicy goodness
- Orchards are full of ripe avocados and stone fruit
- Vegetable gardens are abundant with salad greens, herbs, tomatoes and chillies
- Groups of friends and families gather to preserve the summer's bounty for winter, especially tomatoes
- Farmers Markets are brimming with the region's freshest fruits and vegetables
- McLaren Vale Harvest Festival



“The climate appears to me to bear such a resemblance to Syria, and other countries in the Mediterranean, that I have sanguine hopes we might raise such valuable products as wine, olive oil, figs, maize, flax, silk, rice, indigo and tobacco.”

SIR JOHN MORPHETT, 1836

Autumn

March - May

Average daytime temperature 22 – 23C

- The weather becomes mild, nights are cool and the last of the summer garden ripens
- Quinces are harvested and the aroma of slow cooked fruit fills the air
- Figs are harvested, dried or made into jam
- Fully laden almond trees are harvested
- Ripe olives are cold pressed for oil
- Crisp and sweet apples are harvested for the autumn table
- Grape vintage continues through to Easter
- With the arrival of the first cool days, orchards and vineyards begin to show autumnal colours of red, gold and brown
- Autumn is a surfer's delight on Fleurieu beaches



"All across the Fleurieu, we're passionate and intently focused on producing the best food and wine we possibly can. It's the ideal destination for leisure lovers with a hunger to taste the good things in life."

RACHEL McMILLAN, SCOOP SA

Winter

June – August

Average daytime temperature 12 – 18C

- Almond blossoms burst into life, filling the orchards with delicate colour
- Olives are preserved for the table
- The bare orchards and vineyards are dotted with yellow-jacketed pruners
- Root vegetables swell in the winter garden
- Wood smoke hangs in the air, signalling the winter chill
- Sea and Vines Festival
- Willunga Almond Festival



“Gems, such as tiny green walnuts, heritage quinces and bitter oranges, are regularly dropped at our doorstep by growers. It’s so fresh - They pick the produce on Friday and it is all consumed by Sunday.” DAVID SWAIN, FINO

And so much more...

This rich and varied mix of primary producers, farmers markets and retail outlets, restaurants and cafes, chefs, cooks and winemakers display the fundamental nature of Fleurieu Food.

- Angoves Family Winemakers
- Café Lime
- Coriole Vineyards
- D'Arry's Verandah
- Newman's Horseradish and Rusticana Wines
- Producers of McLaren Vale
- Red Poles
- Star of Greece
- The Australasian Circa 1858
- The Currant Shed
- The Elbow Room
- The Fleurieu Pantry
- 3 Monkeys
- Victory Hotel

Producers & Providers

- Blue Cottage Almonds
- bd Farm Paris Creek
- Brian's Olive Shop
- Fleurida Boer Goat & Yabbies
- Hindmarsh Valley Dairy
- Jetty Food Store
- Lloyd Brothers
- Minko Wines and Provideore
- Scoop SA
- Starlight Springs
- Spice Girlz
- Talinga Grove Farm Store
- The Blueberry Patch
- The Carob Kitchen
- Victor Harbor Farmers Market
- Willunga Farmers Market

True Believers

- Barbara Santich
- Petra de Moy
- Pip Forrester
- Rachel McMillan
- Tori Moreton
- Zannie Flanagan

Chefs

- Nigel Rich
- Peter Reschke
- Simon Bryant
- Simon Burr
- Tim Bourke
- Todd Steele

Reading

McLaren Vale – Trott's View

Greg Trott and others

McLaren Vale – Sea & Vines

Barbara Santich

The Painted Coast

Wakefield Press

Fleurieu Living Magazine

Cradle of Adversity

1991 Historical Consultants – Rob Linn

The Fleurieu Food & Wine Guide – Sharing Fleurieu Flavours

Contact details

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For a full list of Fleurieu Food producers,
visit www.fleurieufood.com.au