



## **A BASIC HISTORY OF THE BAROSSA FOOD ORGANISATION**

The food of Barossa is as diverse and respected as the region's wines, and similarly shaped by an unmatched history. Barossa Food brings this rich tapestry together under the one banner to showcase its producers, large and small.

Barossa Food was established in 2001, as Food Barossa Inc., at grassroots level to preserve and promote the farming and culinary traditions of the region. The founding producer-members proudly presented their products at a launch at Peter Lehmann Wines. As part of the constitution, producers seeking promotion under Food Barossa logo had to meet certain criteria established jointly by the producers themselves. The focus rapidly evolved as membership grew, representing a multi-faceted modern food industry anchored by the culture of its pioneers.

Today, Barossa Food collectively showcases the region's food offer and the people behind it. Through information sharing and pooling of resources, that offer continually grows. The common link is a commitment to the integrity of the region handed down over six generations.

Co-founder, Board Member and Barossa producer Jan Angas says Barossa Food's efforts over the past years have established the region's name as a mark of quality.

"No other region can present the diversity and heritage Barossa can, and it continues to gather momentum as new members join," Angas says. "Barossa was one of the first names to appear on menus as chefs embraced the importance of provenance, and continues to be so."

The national exposure has attracted a new generation of producers and providores from outside the region who have since made Barossa home, ensuring Barossa Food is at the forefront of the Australian food movement.

"Food is a major driver of tourism in the region, and we work hard to ensure visitors can experience the breadth of our regional produce. Local restaurants and retailers support the local producers, and our members are active participants in local markets."

For further information contact the Barossa Food Project Officer on [barossafood@barossa.com](mailto:barossafood@barossa.com).