



Speech by

Jack Dempsey

MEMBER FOR BUNDABERG

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BUNDABERG BREWED DRINKS

Mr DEMPSEY (Bundaberg—NPA) (6.47 pm): The city of Bundaberg is renowned for its food and beverage businesses. One business that is building its market and reputation worldwide is Bundaberg Brewed Drinks. Bundaberg Brewed Drinks, the producer of the famous Bundaberg Ginger Beer, recently added to its string of major international and national awards when it was named as one of six Queensland companies which figured in the Australian British Chamber of Commerce 2007 Export Excellence awards. These awards recognise businesses which are successful in the 'fierce' challenge of penetrating UK markets.

A family owned soft drink maker which uses natural ingredients and does its entire production in Bundaberg, Bundaberg Brewed Drinks recently took out the agribusiness award, prompting Australian British Chamber of Commerce executive officer Mr Don Williamson to describe the company as 'just a great story'. Just a few of their other recent major wins include the Premier of Queensland's Export Awards 2007 for Wide Bay in the large manufacturing category, and the 2005 Australian British Chamber of Commerce Large Advanced Manufacturing Award.

Bundaberg Brewed Drinks has been delivering premium, handcrafted beverages from its boutique brewery since 1960, using age-old recipes and the finest natural ingredients to deliver a superior natural flavour. Managing director Cliff Fleming has been there from day one, while other key personnel in the company include chief executive officer John McLean; finance director Colin Aynsley; marketing director Robin Williamson; sales director Rob Baird; business technologies executive Richard Cowdroy-Ling; strategic business development director Trish Hielscher; and HR and business support director Melanie Maskell.

The company now boasts a hardworking permanent staff of 102. They work everywhere from the factory floor to the tourism centre. Bundaberg Brewed Drinks started exporting in 1987 with a shipment of ginger beer to New Zealand. It now markets a variety of products in 29 countries around the world, including the United Kingdom, United States, Hong Kong, China, South Africa and Saudi Arabia. It bottles proudly true blue products, with ingredients being local Queensland sugar and ginger, as well as Australian products such as peach paste, lemon paste and apple juice for other flavour options. Bundaberg Brewed Drinks has built its success and reputation on providing high-quality, distinctive brewed beverages to domestic and international markets. Its vision is to be an international leader in premium, naturally brewed, non-alcoholic beverages which are naturally brewed to be better. It is certainly achieving its vision.

The Bundaberg Barrel, which opened in 2005, clearly identifies its business location. It is an interactive, on-site tourism venture and is the key to providing a marketing platform through promoting and evaluating its products to domestic and international visitors. From the unique spilled ginger beer flooring to bubbles in the entrance door of the tour, the barrel showcases Bundaberg Brewed Drinks' most famous product—Bundaberg Ginger Beer. The interactive tour tells visitors of its origins, ingredients, bottling and packaging through a unique range of activities and touch screens. Bundaberg Brewed Drinks is indeed a wonderful success story and I can recommend its products and a tour of its facility to people of all ages and members in the House tonight.