

Media Release

The Hon Harriet Shing MP

Minister for Water
Minister for Regional Development
Minister for Equality



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CREATIVE SPIRITS FLOW AT GROWING DISTILLERY

The Andrews Labor Government is backing the growth of regional businesses, creating more jobs and reaffirming Victoria as a premier food and beverage producing destination.

Supported through the Labor Government's *Regional Jobs Fund*, Mountain Distilling will undergo a \$1.2 million expansion – creating 17 new full-time jobs, including warehousing and logistics, product development and marketing.

Nestled in New Gisborne, the innovative distillery makes award-winning modern spirits, including gin using foraged ingredients and a single-malt that's scientifically engineered to mimic the flavour profile of barrel-aged whisky.

The expansion is expected to be complete in 2024 with new, specialised equipment key to the company's evolution.

A 1,500-litre still will make more than 12 times the current volume of the company's signature Mountain Gin, infused with flavours of pine needles and mountain peppercorn.

A new brewhouse system will be able to produce more products more efficiently. Bottling, labelling and packaging equipment will also bring all stages of production inhouse for the first time.

The increased capacity means the company's internationally awarded products can meet the growing demand from new export markets, including the United Kingdom, Canada and the United States.

A new 'distillery door' will draw more visitors to the region, providing a tasting experience that includes meeting the makers and a production factory tour – while soaking in beautiful mountain views.

With food industry contributing \$6.8 billion to the local economy and employing 20,500 people, Mountain Distilling is now well placed to deliver on the potential to increase tasting-tourism in the region.

The *Regional Jobs Fund* is part of the Government's flagship *Regional Jobs and Infrastructure Fund* – central to the Government's record investment of more than \$36 billion in rural and regional Victoria since 2015. For more information go to rdv.vic.gov.au/rjif.

Quotes attributable to Minister for Regional Development Harriet Shing

"Passionate producers across regional Victoria already provide a compelling offering, we're backing them to take the next business step – creating more jobs while showcasing regional Victoria as a world-class producer."

"Mountain Distilling is a must-see destination, and their expansion means they'll attract even more tourists who are looking for unique food-focused experiences in the beautiful Macedon Ranges."

Quote attributable to Member for Macedon Mary-Anne Thomas

"The Macedon Ranges is home to some of the region's best food and beverage producers, and I look forward to more people visiting Mountain Distilling and the beautiful surrounds."

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