

# Media Release

**Jaclyn Symes MLC**

Leader of the Government in the Legislative Council

Treasurer

Minister for Industrial Relations

Minister for Regional Development



Friday, 27 June 2025

## RUTHERGLEN TAKES REGIONAL SPIRITS TO THE WORLD

The Allan Labor Government is supporting a world-class distillery export Australian single-malt whisky to the world from its home in Rutherglen, drawing on tradition and heritage dating back more than 165 years.

Minister for Regional Development Jaclyn Symes today visited Morris of Rutherglen, one year on from its opening, to view the continued growth of its new Cellar Door and Whisky Distillery, which reopened in 2024 with support from the Victorian Government.

The \$20 million redevelopment of the commercial distillery, including the historic cellar door designed by Australian architect Robin Boyd, has transformed the Rutherglen site into an immersive wine and whisky destination.

The major refurbishment created 30 jobs during construction and secured 12 existing roles at Morris of Rutherglen, supporting an increase in whisky production to drive-up export sales.

Since reopening, sales transactions at the distillery's cellar door have increased by more than 80%, and the redevelopment has played a key role in strengthening Morris' presence in Taiwan, which is now the businesses' largest export market.

Built for the future yet honouring the past, the upgrade delivered a new tasting room, state-of-the-art bar and landscaped gardens, with the original, restored 1930s copper still sitting proudly at the heart of the distillery.

Morris Whisky blends ancient techniques with modern methods and local ingredients including Australian barley, to produce its award-winning Australian single-malt whiskies, which are finished in fortified wine barrels.

Since 2016, the brand has grown to become one of the top selling Australian single-malt whiskies in Australia, increasing its exports to seven countries, including the US, Canada, France, Germany, the UK, New Zealand and Taiwan. In its short lifetime, Morris Whisky has won more than 100 prestigious International Gold Medals.

One of the most recognised fortified wine and whisky producers in the world, Morris of Rutherglen is a longstanding family winery originally established in 1859 and is owned by Casella Family Brands.

The Government's support for Rutherglen's world-class food and wine sector also includes the major renovation of the iconic Victoria Hotel and the two-stage expansion of All Saints Estate's casual eatery and fine dining restaurant in Wahgunyah, with both projects supported through the *Regional Tourism Investment Fund*.

Other projects supported locally include the expansion of Valentine's Bakehouse and support through the Government's *Wine Growth Fund* for some of the most recognised local wine growers in Australia, including James & Co Wines, Winemakers of Rutherglen, Pfeiffer Wines, Campbells Wines and Jones Winery.

For more information, visit [rdv.vic.gov.au](https://rdv.vic.gov.au)

### Quote attributable to Minister of Regional Development Jaclyn Symes

*"The food and wine industry in north east Victoria is truly exceptional, and businesses like Morris of Rutherglen are at its heart — drawing thousands of visitors year-round and showcasing regional excellence to the world."*

### Quote attributable to Casella Family Brands General Manager John Casella

**Media contact:** Marcus Tainsh 0427 713 891 | [rhys.devine@minstaff.vic.gov.au](mailto:rhys.devine@minstaff.vic.gov.au)

*“Morris of Rutherglen is proud to champion the growth of regional tourism and economic development through a world-class wine and whisky experience that celebrates 165 years of Australian heritage and craftsmanship.”*