

WFA Wine Industry Tourism Toolkit

Stories from front of House

<p>Goaty Hill, Tamar Valley, Tasmania Supply accompanying tasting plates with tasting</p>	<p>Maggie Beer's Farmshop, Barossa Valley, South Australia Established café supporting national award winning produce</p>	<p>Fowles Wine, Strathbogie Ranges, Victoria Established café and award winner</p>
<p>1. Do you have a restaurant at your winery ? If so when did you establish it?</p>		
<p>No restaurant. We do however offer a select range of food to complement our wines such as cheese platters. We established our food menu when we opened our cellar door in 2007</p>	<p>I ran the Pheasant Farm restaurant from 1979, until 1993. Nowadays, my Farmshop operates in the old Pheasant Farm building, though not strictly a restaurant, we serve casual and relaxed gourmet picnic fare all day long.</p>	<p>Yes. The restaurant was established around 1990 and has had many incarnations, but has been in its current form since 2009.</p>
<p>2. Why did you establish a restaurant?</p>		
<p>We decided to add food to entice our customers to stay longer with us.</p>	<p>It was definitely an organic process. We had the farm, and the produce from the Farm, and the best way to get it to the public was via our own Farmshop. At that time, the preparation of game birds was a bit of a mystery, and so we found that by cooking the birds and showing our customers how delicious they are - when cooked the right way - we would sell more birds. More and more people began to come just to eat on site, and before we knew it, the restaurant was born. I was lucky to have at my disposal the produce of the Barossa Valley, and our menu evolved from what was readily available. Truly local and seasonal.</p>	<p>The restaurant specifically exists for three reasons:</p> <ol style="list-style-type: none"> 1. to attract tourists to the winery 2. to showcase Fowles wines matched to foods 3. to provide a venue for Fowles events and functions
<p>3. Has it added value to your winery? In what way?</p>		
<p>Yes it has added to our cellar door experience making it more than just a wine tasting. Having food has seen our customers decide to sit down and enjoy our wines, cellar door and the views.</p>	<p>The Pheasant Farm restaurant, and its success, was a launching pad for all that we do now. In 1991, The Pheasant Farm was awarded the prestigious Remy Martin Cognac/Australian Gourmet Traveller Restaurant of the Year, and we never looked back. After its closure in 1993, I was free to follow new paths, and in 1996, we opened the Export Kitchen in Tanunda. This was a continuation of the commercial production we'd started over a decade earlier.</p>	<p>YES! In achieving the specific goals it set out to do as described above. Raising the awareness of our overall branded product and creating media and tourism interest.</p>

Goaty Hill, Tamar Valley, Tasmania	Maggie Beer's Farmshop, Barossa Valley, South Australia	Fowles Wine, Strathbogie Ranges, Victoria
4. Do people come for your food or wine predominantly or both?		
<p>I would say people come predominantly for our wine as our food menu is not very large. However having food does entice them to stay longer once they are with us.</p>	<p>Now, operating as The Farmshop, we get lots of visitors every day. Our wines are a boutique production. Colin and I first moved to the Barossa to grow grapes, and this was our first real interest... and yet a lot of people don't realise that we've been making wine and supplying grapes to premiere wineries for over two decades!! After several years of very hard work and some top quality wines, we are getting a lot of repeat business for our wine labels, though I would say we are predominantly an attraction for foodies, at this stage.</p>	<p>Both.</p>
5. How many restaurants are in your region?		
<p>There are a number of quality restaurants in our region however where our vineyard is located there would be only a couple.</p>	<p>In the Barossa, there would have to be over fifty restaurants / cafes / bistros.</p>	<p>There are 6 prominent restaurants of note in our area.</p>
6. Any advice on setting up a restaurant in a winery? Planning timing cost?		
	<p>I suppose my main advice is to be consistent and consistently excellent from the beginning. When first you open, you have your best opportunity to attract, as customers will want to come and try you out. If you fail to impress, they're unlikely to come back, so don't open your doors until you can offer a standard you are proud of and if you don't take the time to get business skills before you start and really understand the hidden costs, the management structure you will need then you will be struggling from day one.</p>	<p>Understand your market and your purpose for the restaurant. Don't try to be something you are not. Plan well, be prepared for the overheads and get good staff.</p>
7. How does a restaurant impact your overall turnover?		
<p>As our food component is relatively small it is only a small percentage of our turnover.</p>	<p>No longer applicable really, the Farmshop is important, but not as a financial entity so much as the public face of our Brand. People come to the Farmshop and can taste everything we make, and we work at giving them a wonderful experience so they become loyal to the brand and will search out our product wherever they live. Whilst we have a good turnover, it's often a break even proposition, but one that on balance is worth every cent.</p>	<p>Approximately 50 % of overall turnover</p>

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8. How do you think the overall customer experience is influenced because you offer food too?		
<p>Having local food options available compliments our wines and encourages people to stay which increases the customer's positive experience at our cellar door.</p>	<p>The Farmshop is a bit of a mecca for food lovers, and these customers tend to make a day out of what we offer. We've just opened an extended nature walk throughout the Farm, the Farmshop is the only place in Australia my customers can buy my entire product range - including products from the short run kitchen, only available here in The Barossa, and there are our daily cooking demonstrations, too. Offering all day dining makes it possible for our guests to pack so much into their visit, and I think the grounds of The Farm are such an idyllic setting, it's the perfect spot to come and enjoy a relaxed meal.</p>	<p>The restaurant provides a vehicle to provide our customers a complete experience, leaving them with an image of the "Brand" in the context of lifestyle, not just wine.</p>