

# PRESS RELEASE

Monday, 5 November 2007



## Silver dream for Fleurieu Peninsula food tourism team

Alexandrina Cheese accepted a silver medal on Saturday night at South Australian Tourism Awards 2007.



The silver medal was awarded for Category 8 - Specialised Tourism Services, South Australian Tourism Awards on Tourism's night of nights, Saturday 3<sup>rd</sup> November 2007.

Alexandrina Cheese Company is owned and operated by the McCaul Family. In 2001, the family began cheese making in their purpose-built cheese factory on the family farm. The dairy farm is located at Mt Jagged, south of Mt Compass, on the magnificent Fleurieu Peninsula, South Australia. The family combine together a gorgeous herd of Jersey cows, traditional cheese-making, and ambition for a highly successful winning recipe to create a unique and their authentic specialised tourism service.

### An experience at Alexandrina Cheese - a visitor's journey...

The excitement is growing as the vehicle gets closer to the Alexandrina Cheese Company farm gate. A passenger holds our brochure with attached map, and directs the driver straight to the factory door. As soon as the car turns left on to Sneyd Road, the passengers acknowledge a real shift in their senses. The first glimpse is the eighty Jersey cows in the paddock - who are content to eat fresh, green grass. By following the signs the car swings left into the purpose-built export quality factory, and the visitor is introduced to the enchanting metal cow named Bluebell. It is here that the visitors realise the owners have a real sense of humour!

*Stepping inside, one customer exclaims 'wow - it's like 'David Jones' on a dairy farm!'.*

Walking past the old separator the visitors are greeted by one the family members or a trained staff member who channel the visitor directly toward a tutored tasting of the handmade, hard-style cheeses. Visitors appreciate the opportunity to taste the products and start to understand how cheese is made. As they gaze around their eyes fix on the open glass window showing straight into the factory where the products are made. The visitor fills up the picnic hamper ensuring the family is happily fed. Once home they reconnect with the Alexandrina Cheese experience they have had, and usually they tell ALL their friends.

For Information: please contact Ms Rebekah McCaul- Factory T 8554 9666

Interview and photograph opportunities available on request

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