



Beerenberg earns spot in Hall of Fame

NIGEL AUSTIN

THE iconic, family-owned Beerenberg last night became the latest inductee into the South Australian Hall of Fame at the 2010 Premier's Food Awards.

In announcing the award, Premier Mike Rann said: "Beerenberg has led the way with innovative products, portion sizes and, more recently, with food traceability systems through their providence pathway.

"They also exemplify the characteristics of ongoing success and make a significant and sustainable contribution to South Australia's food industry."

Owned by the Paech family, Beerenberg pro-

duces more than 60 jams, sauces and condiments, which it markets to 24 countries, major airlines and more than 300 international hotels.

Managing director Anthony Paech said Beerenberg was continuing to enjoy success across a range of fronts, including more than 100 international hotels in China. "We're involved in a lot of innovation with new products and working with the independent supermarkets who are great supporters, as well as Coles and Woolworths nationally," he said.

Beerenberg Farm was settled by his ancestors in 1838, with the first strawberries grown in 1969. Jam-making started in the 1970s and the firm first sold jam to Qantas

in 1986.

Mr Rann said the \$12.4 billion food industry was a huge and important part of the state's economic development. Award winners included Kangaroo Island Pure Grain, Spring Gully Foods, Olga's Fine Foods, Udder Delights, Seafood Exporters Australia, AMJ Produce and Bickfords Australia.

The Australian Caper Company was awarded for its innovation and sustainability.

The awards also recognised Sam Tucker, 35, managing director of Tuckers Natural, and Tas Mitani, managing director of Mitani Products, as Innovate SA visionary leaders.

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BERRY GOOD: Anthony Paech in a strawberry patch at Hahndorf