

Yarra Valley Gourmet Foods launches new range

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Based in Victoria's Yarra Valley, producer of preserves, larder and chilli, Yarra Valley Gourmet Foods (YVGF), has launched a new range of gourmet "artisan" food products.

YVGF said it has a "focus on developing interesting and innovative flavour combinations" and that its products tap into a "growing trend towards artisan foods in the everyday household".

The YVGF product range includes sweet, savoury and spicy condiments, and the portfolio includes Yarra Valley Preserves, Yarra Valley Larder and Mad Dog (chilli range). The Company said its range has an aim of "championing local produce and continuing the proud tradition of quality 'hand made' products".

Australian owned and made, YVGF started out as a home-based venture into cordials and jams during the 1980s. The brand has grown since then, and experienced considerable growth under the direction of Jacqui Harvey, who acquired the business in 2009.

After a lengthy career in the food industry across sales, marketing, product development and food management – and with a romantic vision of Valley life – Ms Harvey said she felt it was time for a change of scenery, and decided to put her skills to good use through the purchase of her very own boutique manufacturing business, YVGF.

"I've always loved the Yarra Valley, so when the opportunity arose to take over the business, I jumped at the chance," Ms Harvey said. "Being able to share Australia's wonderful produce through YVGF is just a dream come true," she said.

Ms Harvey said her plans for the business include a vision to "create a sustainable future for YVGF and the surrounding region", through active tourism with visitors to the Seville property who will be able to pick a tomato, make a tomato relish from start to finish.

The YVGF range is available from RRP \$6.50 from selected IGA and Ritchies supermarkets, as well as cafes, delis and specialty stores.



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