

# Beer name set for the head of the table

SOUTH Australian food icon Maggie Beer's soaring popularity has prompted gourmet food company Longtable Group to change its name to Maggie Beer Holdings.

The ASX-listed company, which completed its \$25 million acquisition of Ms Beer's food products business last year, will seek approval for the name change from shareholders on July 16.

The company said the new name would "better reflect its principal brand and strengthen its identity and position in the marketplace".

Longtable's other gourmet food brands include Paris Creek Farms and Saint David Dairy.

Since April, during the coronavirus pandemic, Ms Beer has been filming a cooking series called Cooking with Maggie from her kitchen.

The series has attracted more than 4.1 million views on social media, while the Maggie Beer Food Club has grown to more than 55,000 members.

As a result, online sales of Maggie Beer products have had a "substantial lift in monthly activity", Longtable said.

"The Maggie Beer name is iconic and is recognised internationally for its provenance and use of quality Australian ingredients, and embodies the premium nature and ethos of all three businesses in the group," Longtable Group chief executive Chantale Millard said.

Ms Beer sold a 48 per cent stake in her food products business to Longtable for \$15 million in 2016. Longtable paid \$10 million to take full control of the business in a deal that settled last year.

"We have three unique and wonderful premium food businesses in our group and I am pleased that the Maggie Beer name can represent them all as the group continues to grow and prosper," Ms Beer, who remains a nonexecutive director of Longtable, said.

Longtable said the company continued to perform well and generate "increasingly satisfactory returns", despite the challenges presented by the COVID-19 pandemic.

It currently has \$6.3 million of cash on hand and \$3 million of undrawn debt facilities.