



**@AuManufacturing**  
Powered by the Australian Manufacturing Forum



SMC supports  
local manufacturing - all the way.  
Local manufacturing. Local expertise.

#doyoureallyknowSMC

ABOUT US ▾

NEWS

ANALYSIS

TECHNOLOGY

OUR SERVICES ▾

ADVERTISE

Search

# MAGGIE BEER ACHIEVES TURNAROUND WITH SALES AND PROFIT BOOST

Home / Uncategorized / Maggie Beer achieves turnaround with...



The food company that bears celebrity foodie Maggie Beer’s name has achieved the goals it set when she rejoined the company she founded with a big boost in sales and profits and positive contributions from its three luxury foods and dairy divisions.



The Barossa Valley company posted earnings before interest tax depreciation and amortisation for the first quarter of the year up 244 per cent on the previous corresponding period, while its Maggie Beer, St David Dairy and Paris Creek Farms all achieved positive EBITDA results.

The company was able to boost sales 19.2 per cent compared to last year with Beer up 24 per cent, Paris Creek up 18 per cent and St David up five per cent despite lockdowns in the division's Victorian markets.

Maggie Beer herself will now continue her role in the group beyond April, 2021 and retain her seat on the company board.

The star performer was her own brand foods with cheese, fruit paste, pate and stocks achieving double digit growth.

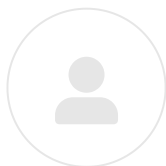
A new e-commerce platform will be launched in November as well as the company's chilled product delivery service which will be rolled out in SA, Victoria, NSW and Brisbane greater metro regions.

Picture: Maggie Beer Foods

**Subscribe to our free @AuManufacturing newsletter [here](#).**

By Peter Roberts    October 15, 2020

Share this post



**Author: Peter Roberts**

---

PREVIOUS

**New manufacturing  
facility for medtech**

NEXT

**Three SMEs join in**

