



# Pat Farmer MP

*“Working with Macarthur”*



*Federal Member for Macarthur*

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*For immediate release*

## NEW WINE LABEL TO PUT MACARTHUR ON THE MAP

The launch of the Elizabeth Macarthur Wine Label in Campbelltown last night will put Macarthur on the tourism map and open countless new tourism opportunities, Macarthur’s Federal representative Pat Farmer said today.

Mr Farmer launched Lindrum Estate’s new “Elizabeth Macarthur Cabernet Malbec” at Macquarie Links Golf Course last night.

“Lindrum Estate Managing Director, Jan Lindrum and I have been friends for many years and we came up with the idea of the Elizabeth Macarthur Label while discussing the potential and the history of the Australian wine industry.

“John and Elizabeth Macarthur were the founders of our nation – setting up the colony all those years ago and one of the first working farms on a 5000 acre parcel of land near Camden in 1805.

“The Macarthur's planted the first grape vines in the colony at Macarthur Park and set up the first vineyard their in 1820.

“By 1827 they had exported 10,000 gallons of wine to England and in 1832 they made the first brandy - about the same time as 34,000 vines were sent the Barossa Valley to establish the industry there.”

“Jan Lindrum’s family wine label also played an important part in our wine history – Friedrich Lindrum, her great great grandfather, won Australia’s first international gold medal for wine in London in 1873.

“Macarthur and the Lindum's share a unique place in Australia's history - the launch of this new label creates a lasting reminder of the rich history of Australia’s winemaking.

“The new label pays tribute to Australia’s greatest Lady, Elizabeth Macarthur and recognises Camden as the birthplace of the Australian wine industry.”

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“Lindrum’s wines already grace dinner tables across Australia and they are getting requests from across the world to export their wines - to have the Macarthur area recognised internationally is a great marketing tool for our area.

“It will promote the historical significance of our region for tourism worldwide. This launch marks another great day in Macarthur’s history,” Mr Farmer said.

**ENDS**

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