



RETAIL NEWSLETTER

JAN/FEB 2016

COMING SOON

FEBRUARY

19-21 Seymour Alternative Farming Expo
Seymour Show Grounds. Site:
Farmers Market

MARCH

11-13 Mind Body Spirit Festival, Brisbane
Convention & Exhibition Centre,
South Bank

16-20 Melbourne International Flower &
Garden Show, Royal Exhibition
Building and Carlton Gardens

APRIL

7-8 Farm World, Lardner Park,
Warragul Victoria, Site: GIP78

NEWS & EVENTS

- WITH ANNEMARIE MANDERS

Happy New Year to you and welcome to the latest edition of the Warratina Lavender Farm Newsletter! We hope you had a lovely Christmas and enjoying the summer months.

The lavender harvest is finished and the drying and processing of the lavender is now in progress. We have been busy stripping lavender heads from stems. The next stage is cleaning and sifting stripped lavender for a super clean product to be used in both culinary and craft ranges.

We will be attending several events in early 2016 including the Melbourne International Garden Show in March which is one of our favourite events of the year! If you have never been to this event I recommend making a day trip into Melbourne to see all the wonderful varieties on display.

We are also excited to be serving our 'Summer Specials' menu in the Lavender Cottage Tea Rooms along with a fantastic selection of locally grown produce and wines to choose from. Come in out of the heat and try Lavender Ice cream - you're guaranteed to love it!



TRADING HOURS

November through to February is the best time of year to visit Warratina Lavender Farm and we are open extended trading hours so you get the most from your visit! Group bookings any day of the week available upon request.

**WEDNESDAY TO MONDAY
9AM – 5PM**

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enquiries@warratinalavender.com.au

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Victoria, 3139 Melway Ref: 121 F1



SOCIAL MEDIA

Warratina Lavender Farm has its own **Facebook** and **Instagram** pages to read all the latest news, events and product features!

Simply search 'Warratina Lavender Farm' and click '**LIKE**' on Facebook

If you take a photo at the farm when visiting Warratina please use the Instagram hashtag

#warratinalavenderfarm

ABOUT WARRATINA LAVENDER FARM

Warratina Lavender Farm had its beginnings in 1991 when Annemarie Manders decided on growing lavender for a hobby on a little plot on land which had once been an old cherry orchard. Today the farm has over 10,000 lavender plants and caters to tourists from around the world with warm hospitality and beautiful products.

Warratina Lavender Farm is situated in tranquil surroundings in the Yarra Valley foothills of the beautiful Dandenong Ranges. Walks can be enjoyed through the fields of lavender and display gardens. See how the plants are commercially grown and explore the beautiful range of products available in the gift shop and enjoy a meal at the Tea Rooms.

WWW.WARRATINALAVENDER.COM.AU

FARM EVENT

LAVENDER DRYING SHED TOURS

Warratina Lavender Farm offers tours of the drying shed in which guests learn all about the lavender drying process. Tours are run daily on the hour between 11am-3pm with a group booking of 4 people (min). Cost is \$5 per person. Call 03 5964 4650 to make a booking for your next visit to Warratina.



AFTER THE HARVEST

The lavender harvest season is drawing to a close. After harvesting lavender over the past couple of months, staff at Warratina have once again done an amazing job working in the elements to ensure the best quality lavender is harvested and ready for drying.

Warratina Lavender Farm harvested approximately 3000 bunches of fresh Egerton Blue and Intermedia this season! We also dried 2000 bunches to be sold throughout the year. We then stripped and dried 50kg of Munstead 50kg, 20kg of Egerton Blue, and a massive 170kg Intermedia! This mammoth effort took a total of five pickers over two weeks for the first harvest (Angustifolia) then another five pickers over 2 weeks for second harvest (Intermedia).

The harvested lavender has many uses; primarily sold to wholesale florists in both fresh and dried bunches. We also have dried lavender in stock for making our retail products to be sold through the shop including heat packs, sachets, pillows, eye pillows and more!



TEA ROOM HIRE

The Lavender Cottage Tea Rooms at Warratina Lavender Farm are the perfect venue for your next event. Book a special birthday party or Hen's weekend luncheon at the farm and enjoy tranquil surroundings with great seasonal produce and local wine.

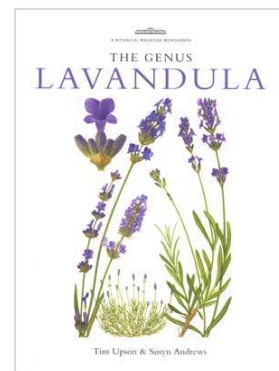
We are currently taking bookings for our catering and venue hire packages for weddings, meetings and events where you can reserve a few tables or hire the venue. Call 03 5964 4650 or email enquiries@warratinalavender.com.au

THE GENUS LAVANDULA

Long prized by the fragrance industry for its essential oils, the genus *Lavandula* is steadily increasing in popularity among gardeners and horticulturists worldwide. This is the first full treatment of this important genus to be undertaken since 1937. It treats 40 species and their cultivars and hybrids, presenting their taxonomy, distribution, and the history of their cultivation.

With several useful appendices, as well as chapters on cultivation, propagation, and pests and diseases, *The Genus Lavandula* is a comprehensive and authoritative account of this important genus.

- By Tim Upton, Susyn Andrews, Georita Harriott



PRODUCT PROFILE

LAVENDER TRAVEL PACK

Are you going away during school holidays or perhaps you're able to take time off from work and enjoy the summer travelling?

Our Lavender Travel Pack contains all the essential travel items you will need such as Lavender Hand & Body Lotion, Lavender Massage Oil and Lavender Shampoo & Conditioner.

\$51.00 each



DISCOUNT COUPON

Mention this coupon in the **Lavender Cottage Tea Rooms** and receive a complimentary 45g Lavender Jam when you spend over \$50 in a single transaction on meals or giftware.

Offer expires 31/1/2016

LAVENDER COTTAGE TEA ROOMS

The Lavender Cottage Tea Room offers a delicious summer menu available throughout the day. Follow us on Instagram and Facebook to see regular updates of freshly made specials by the Warratina chef. One of our summer best-sellers is our Lavender ice-cream along with Lavender Lollies, Teas and Lavender Shortbread being a hit with all of our international visitors. Adjoining the Tea Rooms is our Lavender Cottage Gift Shop featuring a wide range of lovely lavender-themed items and Warratina Lavender Farm products. We hope to see you at the farm during the summer months!