



# RETAIL NEWSLETTER

JAN / FEB 2017

## TRADING HOURS

The summer months are the best time of year to visit Warratina Lavender Farm however we always try and have some form of lavender in bloom for photo opportunities. Group bookings any day of the week available upon request.

**OPEN 9AM - 5PM**

**CLOSED TUESDAYS ONLY**

Tel: (03) 5964 4650 Fax: (03) 5964 4658  
enquiries@warratinalavender.com.au  
105 Quayle Road, Wandin Yallock Vic

## 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 when visiting Warratina please use the Instagram hashtag

**#warratinalavenderfarm**

## PIC OF THE MONTH

Thank you to **longweekend.melbourne** who posted this beautiful shot on Instagram recently. Mention Warratina Lavender Farm using the hashtag **#warratinalavenderfarm** for a chance to be featured in our newsletter!



## 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 are enjoying the summer months.

The lavender harvest is almost finished and the drying and processing of the lavender is now in progress. We have been busy hanging and 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 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! We also have a wonderful menu to choose from whether it be a light snack with your loved one or luncheon and wine with girlfriends. We hope to see you soon at the farm this summer.

## AFTER THE LAVENDER HARVEST

Have you ever wondered what we do with the all the harvested lavender? 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 of Intermedia! All of this lavender is grown at Warratina farm by its dedicated staff.

This mammoth effort will take 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 and shows including heat packs, sachets, pillows, eye pillows and many more. All of our products are available for purchase from the gift store adjoining the lavender cottage tea rooms. Open during farm business hours 9am-5pm (closed Tuesdays)



## 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](http://WWW.WARRATINALAVENDER.COM.AU)



## SEYMOUR ALTERNATIVE FARMING EXPO



Join Warratina Lavender Farm at Kings Park Seymour, for the Seymour Alternative Farming Expo over three days from the 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> February 2017.

Established in 1991, the Expo has grown into one of the most successful alternative farming expos in the Southern Hemisphere. The Seymour Alternative Farming Expo specialising in the latest technology and trends in small holdings farming, animal husbandry and rural lifestyle products and services.

Featuring over 500 exhibitors each year the expo attracts thousands of visitors from across the country over three days. Don't miss this impressive showcase of farm machinery, products, services and technical solutions designed specifically to meet the challenges of small holding farming in Australia.

[www.seymourexpo.com.au](http://www.seymourexpo.com.au)

## YARRA VALLEY FOOD TRAIL



The Yarra Valley Regional Food Group and its Regional Food Trail is only one hour from Melbourne. Whether tastes run to venison or clotted cream, apple or zucchini flowers, the Food Trail has been designed with appetites in mind. Cherry or berry – you pick. The Trail is ripe for discovery. Spend a day, or spend the night. Submit your taste buds to days of temptation. Select your favourites and follow the Trail through some of Victoria's most seductive landscape.

Designed for independent travellers, the Trail was established by the Yarra Valley Regional Food Group. It takes in just on 100 epicurean hideaways, ranging from cheese makers to trout farms, organic vegetable growers to orchards and its now famous monthly farmers market. Visit Warratina Lavender Farm at the blue #13 on the map

[www.yarravalleyfood.com.au](http://www.yarravalleyfood.com.au)

## THANK YOU STAFF

The lavender harvest season is the busiest time of the year at Warratina Lavender Farm. We have a fantastic team of staff who work hard to ensure the farm delivers its harvest in Melbourne's rain, hail and shine!

We would like to take this opportunity to publicly thank all of the full time and casual staff who assist us around the farm. We have many new staff training under pressure in packed tea rooms and their effort does not go unnoticed. Thank you team!



## DRYING SHED TOURS

Warratina Lavender Farm offers tours of the drying shed in which guests learn all about the lavender drying process. The tour runs for approximately an hour in which you can ask questions, learn facts and walk away with loads of knowledge about lavender!

Tours are run daily throughout summer at 11am and 3pm with a group booking of minimum 4 people. Cost is \$7 per person. For bookings and enquiries please contact us on 03 5964 4650



## TEA ROOM HIRE

The Lavender Cottage Tea Rooms on 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 to arrange an inspection.



## DISCOUNT COUPON

### FREE LAVENDER SOAP

Mention this coupon in the Lavender Cottage Tea Rooms and receive a complimentary 25g Lavender Soap when you spend over \$50 in a single transaction on meals or giftware.

**Offer expires 31/1/2017**

## 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!

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