

16 September 2009

End of an Era

Famous Barilla Bay Oyster Farms for Sale after 30 years

NESTLED on the south-eastern coast of Tasmania alongside the pristine waters of Barilla Bay, just east of Hobart, rests a quaint, but lively, family-run oyster farm, restaurant, and gourmet foodstore, owned and operated by the Forrest Family. This deeply-rooted Tasmanian family has been farming oysters in the bay for nearly 30 years.

Only the finest oysters are cultivated here, where the Pacific Ocean's currents naturally replenish the supply of food for these nutritious, tantalizing aphrodisiacs. You won't get oysters any fresher, juicier or brinier than at Barilla Bay; harvested nearly 365 days a year and opened on-site. Order them in the family's magnificent double-storied, glass encased gourmet foodstore and restaurant – served as nature intended, naturally, or in combinations with Japanese, Vietnamese, French and local flavours, served iced, baked, crumbed or dusted – or take them away!

Award winning oysters

The Barilla Bay Oyster Farm has earned a national and international reputation for quality product with a superior, clean taste, and consistency of shell-form. These famous oysters inspired the award-winning book *House of Oysters* featuring A-list Australian celebrity chefs, and was the 2008 winner of the "Gourmand International Award for the best Australian Seafood Cookbook"

The Barilla Bay Restaurant has also achieved a place on the 'Best Restaurants in Australia' list issued by DeGroots Media. A popular tourist spot, Barilla Bay has featured twice on Channel 9's 'Getaway' program, on numerous Asian television programs, and in Gourmet Traveller Magazine.

Founding owners seek retirement

Founding owners Peter and Val Forrest are now selling the entire operation including oyster leases, seafood processing facility, multi award-winning fine dining restaurant, gourmet foodstore/café, land and buildings, and even a stunning potential eco-tourism development site, to fully retire.

Peter says the decision to sell is "because we are both in our 70s and it's time for us to slow down and enjoy the fruits of our labour. The oyster farming operation is currently producing only 60% of proven historic capacity, because we decided to pace ourselves and enjoy lifestyle rather than scaling up the business."

"Our family has built up the business from the ground, but it's time to stop and give someone the opportunity to take the business to the next level," Peter said. "We did a complete business analysis at the end of 2007, and were ready to sell in August last year; but chose to wait in light of the global economic situation. We don't want to wait any longer now. It's a great business, and the potential to increase revenue is staggering. It's a real opportunity."

Putting Tasmania on the world map

Indeed, the Barilla Bay brand has helped put Tasmania's fine food, aquaculture, and tourism industry on the world map – attracting some 40,000 local and international visitors per year. The restaurant alone serves up to 25,000 meals a year with diners revelling on the freshly shucked oysters prepared nearly a dozen ways; others are able to collect their carefully packaged and iced bounty from the gourmet foodstore and cafe on their way to the airport.

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Just 3 minutes from Hobart airport and 15 minutes from Hobart CBD, Barilla Bay Tasmania is absolute waterfront and set in beautifully landscaped gardens. In the on-site gourmet foodstore and cafe, more than 500 Tasmanian products are on offer, including the very unique Barilla Bay Oyster Stout and the popular Barilla Bay Worcestershire Sauce.

About Barilla Bay Oysters

The Barilla Bay Oyster empire was established in 1980 as a small marine farm lease in the Pittwater area of Barilla Bay by the Forrest family. Peter Forrest chose the location for its water quality, complete tidal water replacement and proximity to the airport. With more than 100 oyster farms in Tasmania, Barilla Bay is one of the larger oyster operations historically producing up to 3 million oysters per year. The family also helped pioneer new methods of cultivation, some of which are now adopted as industry practice throughout Australia.

The operation provides up to 50 jobs, stocks around 7 million oysters, and its intertidal oyster racks, if placed end to end, would run for some 14kms. Currently, the operation has the capacity to produce around 3 million oysters per year, and split up to 18,000 of the delightful molluscs per shift. Today, Barilla Bay Oysters are distributed to high-end seafood markets and top restaurants in Australia, and are also exported to Asia where they are in demand for their superior cleanliness and taste.

Yet its largely untapped potential provides a world of opportunity in this gourmet shellfish category where demand typically outstrips supply.

In an industry which sees annual sales peak in December and January, Barilla Bay is able to harvest the luscious molluscs almost year round. Other competing farms are generally forced to close due to spawning during the peak selling months; Barilla Bay, however, typically experiences its spawning cycle around February/March, when sales aren't so frenetic.

The world's love affair with oysters, together with the burgeoning ecotourism market provides a genuine opportunity for an interested investor or owner-operator.

The farm to gate operation is for sale by negotiation as a going concern private treaty.

What's on offer:

- Oyster farming and processing operations
- Barilla Bay restaurant and shop / café
- 2 intertidal and 1 deep water oyster leases
- Registered business names and trademark brand
- Land and residence - 32ha potential eco-tourism development site at Dunalley Bay,
- and, a fabulous Tasmanian lifestyle!

Sales enquiries: Lex Simshauser, Lex Simshauser Partners

Tel: (07) 3366 8811 Mob: 0419 405 805

lex@lexsimshauser.com.au

www.oysterfarmforsale.com.au

Barilla Bay Tasmania - established in 1980 - is an Australian owned nationally and internationally recognised producer and supplier of Pacific oysters, with an award winning restaurant and retail operation.

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Media enquiries:

Angela Gangell, Barilla Bay Tasmania

1388 Tasman Highway

Barilla Bay, Cambridge, Tasmania

Mob: 0408 740 619

family@barillabay.com.au Photographs - www.oysterfarmforsale.com.au