



**MEDIA RELEASE - FRIDAY 2 SEPTEMBER 2016**

**CANBERRA REGION GOURMET FOOD AND WINE ICON EVOLVES -  
THE NEW POACHERS PANTRY SMOKEHOUSE RESTAURANT  
AND WILY TROUT CELLAR DOOR**

Canberra region food, wine and tourism icon, Poachers Pantry, today officially unveiled the NEW Poachers Pantry Smokehouse Restaurant and Wily Trout Cellar Door. The launch coincides with this month marking 25 years that this family-run gourmet institution has been creating their much-loved smoked meats.

“We’ve been creating delicious stories in the Canberra region for 25 years now, and we’re thrilled today to officially launch the restored, renovated, reinvigorated and reenergised Poachers Pantry Smokehouse Restaurant and Wily Trout Cellar Door,” said Poachers’ Managing Director, Susan Bruce.

“For our family, it’s always been about welcoming visitors into our lives. Inviting them to experience the way we live, as the restaurant is part of our home. We love sharing our food, wine and our table - and we can’t wait to share the new Poachers,” Susan continued.

The new Poachers building seats 100 people inside in a new layout. And the deck and terrace offers seating for 100 people outside, with a beautiful outlook over the 1890s slab woolshed and kitchen garden and to the country hills beyond. The new building also includes a handmade fireplace made from stones collected by Susan’s son, Will Bruce, and a new cool room for displaying Poachers’ smoked goods. It will be complemented by the launch of Poachers’ spring menu.

“The country charm of our original 1930s weatherboard cottage is staying, but the building has been modernised injecting new life into the place,” Susan said.

Poachers Pantry was built by husband and wife team, Rob and Susan Bruce, with the pair creating mouth-watering smoked meats and vegetables since 1991. The original café launched in 2002, and the vineyard in 1998. Susan says family is everything in the business and that the new generation, in daughter Katie and son Will, are creating new angles to the business for their livelihood and sustainability. She says the next generation are now getting their hands dirty with Katie firmly entrenched in the smokehouse and weddings/conferences side of things, and Will headed down the Vigneron path.

“We’re not a business passed down from father to son. Each family member works hard to make it all come together. The changing shape of the business going forward is about suiting demands, keeping up with the times and sustainability, but above all reflects our individual passions,” Susan said.

Will Bruce's passion is wine. As part of the Poachers makeover, the Wily Trout Cellar Door has also undergone extensive renovations, with Will having taken over as the Vineyard Manager of this 100% estate grown brand. He is taking a new approach to Wily Trout Wines with natural ferment, small batch, limited release wines made using a ceramic egg rather than traditional oak barrels.

"We can't wait to share the new Poachers Pantry Smokehouse Restaurant and Wily Trout Cellar Door with our broader friends and family – that is the locals from Canberra and the region, and our visitors from afar. We welcome everyone to escape the city for a while and come and check it out," concluded Susan.

For more information on Poachers, or to make a booking at the new Smokehouse Restaurant, go to [www.poacherspantry.com.au](http://www.poacherspantry.com.au)

**For more information, images, or to arrange an interview, please contact Lauren Griffiths at Threesides on 0417 409 264 or [lauren.griffiths@threesides.com.au](mailto:lauren.griffiths@threesides.com.au)**