

BUNDABERG DISTILLING COMPANY SETS VISITOR CENTRE BENCHMARK



Bundaberg Distilling Company

Bundaberg Rum is a dark rum produced in Bundaberg, Australia. It is often referred to as "Bundy."

Bundaberg Distilling Company is owned by global multinational beer, wine and spirits company, Diageo.

FAST FACTS



CLIENT	BUNDABERG DISTILLERY COMPANY
LOCATION	BUNDABERG, QLD
FACILITY	VISITOR EXPERIENCE
COST	\$8.5MILLION

The Bundaberg Distilling Company has opened the doors to their Visitor Experience, home to Australia's most iconic rum brand, Bundaberg Rum. The iconic centre has undergone an \$8.5million upgrade, delivered by Wiley. Visitors can experience the Bundaberg Rum brand story and history through an exciting interactive self-guided tour as well as a guided tour of the production facility.

The challenging scope that Wiley delivered

The multi-million-dollar project included a museum, cinema, alfresco dining area and retail outlet, with Wiley managing the construction and delivery.

Experience in challenging situations such as constructing the project while the plant was still operational was particularly important to the Bundaberg Distilling Company.

These upgrades aim to attract even more tourists to the world-class experience, distillery and the Bundaberg region.

Value outcomes for Bundaberg Distilling Company

The Bundaberg Rum Visitor Experience has created a new standard for the industry to meet. The transparency around their approach takes the brand to a new level of relationship with their consumers.

The experience allows Bundaberg Rum to connect with their consumers, both local and international, at a much deeper level than ever before and create a meaningful experience.

The authenticity that comes with having a Visitor Experience so closely integrated into the operating distillery builds trust with their already loyal market.

"Wiley you should be very proud of what you have delivered for us. We hold you in high regard and thank you for being such great partners to us. Congratulations, there were some tough times along the way but it is a beautiful show of what you can do as a business."

- Anthony Mortimer, Bundaberg Distilling Company Chairman