



# Bundaberg Distilling Co | Diageo

## Bundaberg Rum Visitor Centre

Owned by global multinational beer, wine and spirits company, Diageo; the Bundaberg Distilling Company is infamous for producing Bundaberg 'Bundy' Rum. This dark rum is produced in the most awarded rum distillery in the country, located in Bundaberg, Australia.

-  Bundaberg, Queensland
-  Management of construction and delivery of 'Visitor Experience'

### Project scope

Wiley managed the construction and delivery of:

- A museum showcasing the history of the company and evolving production techniques
- A cinema for guests to experience 'the Bundy story'
- An alfresco dining area and retail outlet

Wiley's experience in challenging situations, such as constructing the project while the plant was still operational, was particularly important to the Bundaberg Distilling Company.

### Business value to client

In addition to a guided tour of the production facility, visitors can now experience an exciting and interactive, self-guided tour of the Bundaberg Rum brand story. This Visitor Experience has created a new standard for the *food and beverage* industry.

This facility allows the Bundaberg Distilling Company to connect with their local and international customers, on a deeper level than ever before, and creates 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.

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

“ *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, Chairman, Bundaberg Distilling Company  
(at time of project delivery)



-  High collaboration
-  Live environment
-  Brewing / processing
-  Carpark and landscaping

