



THE COBB & CO

Story

58 RIDDOCH ST, PENOLA

JOIN THE REGIONAL MOVEMENT

***Rare opportunity to secure an iconic place
in Penola's rich history***


If you've ever travelled through the stunning Limestone Coast region of South Australia, chances are you've stopped at Penola, nestled among swathes of Coonawarra's renowned vineyards, having its beginnings in 1891 as the Penola Fruit Colony with some 95,000 vines and 16,000 fruit trees.

Dig deeper and you'll discover Penola is a rare find. Located at the heart of surrounding townships of Port MacDonnell, Mt Gambier, Beachport, Robe, Millicent, Naracoorte and Casterton, Penola is a little gem - with a rich history. Described by Australian writer Max Harris as 'the cradle of Australian culture', with iconic figures John Shaw Neilson, Will Ogilvie, Adam Lindsay Gordon and Julian Tenison Woods, nurtured by the Penola community.

The kind of place that welcomes tourists and travellers while remaining true to the essence of its history. You sense this community knows it holds a special place in our Australian psyche, its past and contemporary lifestyles combine in a magical way to make it a real and yet an alluring place.

For Vic and Maura Musolino, owners of the historic Cobb & Co building, Penola offers an enduring and authentic charm.

"We bought Cobb & Co in 2012 after a trip to the region, knowing Penola holds a special place in my own history. We took up the opportunity to create something new and pay homage to my early years", Maura said.



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It didn't take Maura long to work out what to do with Cobb & Co and landed on exactly what to do after watching an episode of Landline. "It was about Outback Pride, an Australian native food business located nearby at Reedy Creek. I was fascinated by what they were doing with food using plants indigenous Australians had been cultivating and eating for thousands of years. It made me think, why aren't we doing more to celebrate what we have?"

On a trip between Penola and Adelaide, Vic dropped in at Reedy Creek. The visit resulted in the couple taking over the manufacturing side of the business, which they relocated to Cobb & Co.

"It was a complete lifestyle change. We had great fun bringing the building up to standard for commercial food manufacturing, then creating jams, chutneys and spices from rare ingredients grown at Reedy Creek and beyond, with our own skilled local team", said Maura.

"We ran tastings, cooking demonstrations and were proud to showcase what we had to offer through famous events like the annual Penola Arts Festival, which highlights the marriage of literature, the arts, wine and food."

Outback Pride ceased trading in Penola after almost five years when Vic and Maura truly retired and sold the business.



WHAT'S NEXT FOR COBB & CO?

Cobb & Co is on the market and Vic and Maura are determined to find buyers who recognise its true potential playing a part in a growing regional presence by travellers. Both know the Cobb & Co property has a special future.

"Cobb & Co is ready to foster a new business venture that reflects rural values, rural space and a commitment to growing Penola as a cultural place"

"It's a treasured piece of our history, in a prime location on Riddoch Street, opposite the world-famous Mary MacKillop Interpretive Centre."

"It's a unique space that could attract travellers and visitors alike seeking that exceptional hospitality experience" Vic said.



WATTLE RANGE COUNCIL VISITOR INFORMATION FIGURES:

28,110 visitors by July 2021 vs 20,088 for whole 2019 year

Statistics from Wattle Range Council show the Local Government Area saw around 28,110 visitors in the first half of 2021, compared to 20,088 during the whole of 2019, and 14,300 during COVID-affected 2020. Penola has recorded 10,081 visitors by July 1 this year, compared to 6868 at the same time in 2020.

With international borders still closed, charming towns like Penola are reaping the tourism benefits.

"We are attracting a different type of traveller," Tamara North, Tourism Events Officer at Wattle Range Council, said. "We are seeing people coming to the region that are staying for weeks rather than a night or two, and a lot who have never been to our region before."

Pilgrims travel from all over to visit the Mary MacKillop's Schoolhouse Precinct in honour of Mary MacKillop, first Australian recognised as a saint by the Catholic Church. Other attractions include Petticoat Lane, with its string of original 19th-century cottages, and Pipers of Penola, a fine dining restaurant with an emphasis on regional produce.

Penola is perfectly located between Melbourne and Adelaide, just 50km from Mount Gambier and close to the coastal tourism magnet of Robe. With growing visitor numbers to the region, now is the time for someone new to be part of our regional growth engine.



The History

The Cobb & Co Building

In 1854 George Gladstone built this store from locally-quarried stone with two large windows facing onto the street. But by 1862 he was bankrupt, prompting Alexander Cameron to purchase the site as trading continued through tenants including Simon McKenzie and Henry Pollard.

The building became the Penola Cheese and Butter Manufacturing Company in 1889. Two iron structures were built under the front verandah to hold the cream cans and a large weatherboard store room was built on the south end for storing cheese, complete with 18 inch-thick walls filled with red-gum sawdust for insulation, was built on the south end for storing cheese. The ceiling was also insulated with saw-dust. A boiler room and a packing room were added to the west, and an office was partitioned inside the main room.

In 1905 the Company sold to Ralph Howard and JF Robertson, who continued cheese making. Ralph Howard was involved in the development of the Methodist church in Penola, and services were held in this building until the church was built in 1908.

In the 1920s the adjoining structure was built with quarry stone from Coonawarra by J Tregenza and his sons Lionel and John, after whom it was later named.

In 1937 the neighbouring weatherboard house built by Mr Howard became the home of bookmaker Walter Graham Mooney, who also purchased the former Cheese Factory and adjacent building to house his racehorses, riding gear and fodder.



The residence remains in the Mooney family, and the former Cheese Factory was purchased in 1978 by the Penola Branch of the National Trust of South Australia which retrospectively named it 'Cobb & Coy Ltd Booking Office Penola 1857' based on a Queensland company sign. An addition to the building, comprising a timber-framed weatherboard-clad element with a single pitch-ridged roof, links the two masonry structures and incorporates a verandah which extends across to Tregenza Gallery.

In 1984 Mistress Kate Spencer opened tearooms in the newly restored building, which was officially opened by the then-Environment Minister Dr. Don Hopgood.

There were several lessees until 1997, when it was purchased by Simon and Deb Cox and again leased out as a restaurant. Vic and Maura Musolino purchased the building on 20 July 2012. Following further refurbishment and fit-out work, they transferred the Australian Native food manufacturing and distribution business of Outback Pride from Reedy Creek, South Australia, to this historic State Heritage Listed building.

- SA National Trust



The Opportunity

Cobb & Co is offered for sale by Registrations of Interest. Registrations open July 12, and close August 23 at 4pm.

TDC Agents proudly offer this unique commercial opportunity. In a nutshell:

- 1850's historic 'Cobb & Co' building plus Tregenza Gallery
- Attractive façade fronting historic Riddoch Street.
- Drawcard location in historic precinct, close to the town centre.
- Large corner allotment 1,086m² with rear vehicle access, plenty of parking and open garden space.
- Versatile & flexible spatial layout comprising the original historic building plus the later 'Tregenza Gallery' addition.
- Recently upgraded commercial kitchen & male and female WC's.
- Stunning original features including timber floors, ceiling and windows in excellent condition.



The Opportunity

HISTORIC 'COBB & CO' PLUS TREGENZA GALLERY

Penola –The gateway to South Australia's famous Coonawarra wine region and a must-visit tourist destination. Located here, on premier Riddoch Street, in the historic precinct of Penola, can be found 58 Riddoch St; A commercial premise offering business ventures new or old an attractive freehold.

The historic 'Cobb & Co' building has a story to tell, a throwback to a bygone era. Built in the 1850's, this charming building was once a cheese and butter factory and later tearooms, restaurant and food manufacturing and distribution facility. 'The Tregenza gallery', a separate stone structure was added in the 1920's.

Today, the two are joined by a single-storey weatherboard-clad service section, comprising a recently upgraded commercial kitchen & male and female WC's. Tying these spaces together and providing an undercover thoroughfare through to the rear large open garden space is a veranda of generous proportions. This ties the spaces together and would make an ideal alfresco extension to a wide range of possible uses. More broadly the versatile spaces lend themselves to consideration for retail, consulting rooms or even a unique accommodation conversion or residence. This one-off property is versatile and flexible - a rare find with multiple spaces at play.

Rarely does a commercial investment opportunity this attractive, flexible and with a story to tell present itself. Call Meg or Mark today to arrange a private inspection, or to talk more about the potential and possibilities for you.

View the listing online @ www.tdcagents.com.au



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For the Foodies

The Cobb & Co building represents a high end hospitality and food manufacturing facility, ready for a new business venture to walk in and hit the ground running. Most recently Cobb & Co hosted the successful Outback Pride native food manufacturing business supplying a wide range of handcrafted native food grocery lines to over 300 outlets across Australia, until it was sold to interstate interests.

Cobb & Co, is 'ready to go' manufacturing facility which encompasses improvements and features upgraded to the standard required to qualify and maintain the mandatory HACCP food safety certification under State and Federal legislation.

The commercial kitchen features include fully sealed industrial vinyl floor covering, fume extraction canopy, Hobart industrial dish washing machine, cool room, stainless steel work bench with sink and three phase power supply. The baseline food manufacturing safety processes and systems established by Outback Pride for food production at Cobb & Co, are available by separate arrangement to pass over to any incoming new food manufacturing enterprise. So too is the external all weather, dry storage facility of approximately 50 cubic meters available by separate arrangement.

An additional feature of the building is a purpose built, off road goods receiving and dispatching loading dock, suitable for use by fork lift. The Outback Pride business benefitted greatly from the first class intra state and interstate transport services provided by Penola based transport company SWF (interstate transport service)

There is more to this foodie story, visit:
www.tdcagents.com.au/cobb-and-co-food



The Layout



Disclaimer: Floor Plan measurements are approximate and are for illustrative purposes only. While we do not doubt the floor plans accuracy, we make no guarantee, warranty or representation as to the accuracy and completeness of the floor plan