



Hall of fame for Kris

by Daniela Frangos

Artisan cheesemaker Kris Lloyd has been inducted into the Australian Businesswomen's Network Hall of Fame for her contribution to the Australian food landscape through her award-winning business Woodside Cheese Wrights.

Kris is one of 18 women across Australia, and the only South Australian, to be named a 2013 inductee.

"I'm very humbled to be in the company of the other inductees; there's some fabulous Australian women who have already been inducted and who were inducted along with myself for 2013," she said.

With an innovative and creative business model, Kris has grown Woodside Cheese Wrights fourfold from its inception in 1994.

"I've always really wanted to have a business that stands out; that has a culture of innovation and entrepreneurial thoughts and strategies," she said.

"This is an occupation that has allowed me to express my creativity and allowed me to continue to innovate new products and keep our cheese

lovers excited."

Kris said the success of the business comes from its 'niche market' and ability to produce 'uncommon offerings' such as her latest product range - a unique and innovative selection of butters including blue vein, whiskey washed, cultured salted and cultured unsalted.

"The blue vein in particular is quite different; it's actually covered in blue mould," Kris said.

"People will have to get their heads around it, but I've shown it to a few chefs and they've absolutely loved it.

"It just tastes unbelievable. The idea is you put the blue vein on a steak or beautiful fresh mushrooms or stir it through risotto."

Kris is also the director and founder of CheeseFest, an annual festival designed to raise awareness of specialty cheese and celebrate artisan cheese producers.

Since the first festival in 2002, CheeseFest has grown to be a nationally recognised event, attracting in excess of 10,000 visitors to the 2012 event.

With an endless pool of creativity and initiative, Woodside Cheese Wrights aims to continue to produce inspired and innovative artisan cheeses.

"For us it's not about growing the business into mass production, that's not what it's about - it's about focusing on quality," she said.

"We make all our cheese to traditional methods and we will continue to excite cheese lovers with different cheeses, finding inspiration from other people and other countries.

"Most ideas I'll dream up, try them out and see how they go. There's a certain risk as an innovator, but part of the job is being able to take that risk.

"It's also confidence in your idea - you have to be positive as an entrepreneur, and believe in your product."

For more information on Woodside Cheese Wrights visit <http://woodsidecheese.com.au>



Woodside Cheese Wrights' Kris Lloyd