

# HAPPY 100TH BIRTHDAY



YOUR GROUP IS INVITED TO VISIT THE CYRIL CALLISTER  
MUSEUM TO HELP CELEBRATE A NATIONAL ICON

**IN 2023 VEGEMITE TURNS 100!**

*Join the party and toast our much-loved Aussie favourite*

We have all grown up with Vegemite but did you know there is a fascinating story behind its success? When scientist Cyril Callister first invented Vegemite in 1923, Australians hated it. It took another 15 years of perseverance before we embraced it.

The story spans the Gold Rush, the Depression and two world wars and opens a fascinating window both on the evolution of modern Australia and the quiet achievements of one man.





# THE OPPORTUNITY

Everyone knows Vegemite but few know the story or the trials and tribulations that Cyril Callister faced during its invention. The story is one of perseverance, determination, integrity and resilience.

Visit the Cyril Callister Museum in Beaufort near Chute, the birthplace of Vegemite's inventor, and immerse yourself in a world of historic photographs and memorabilia.

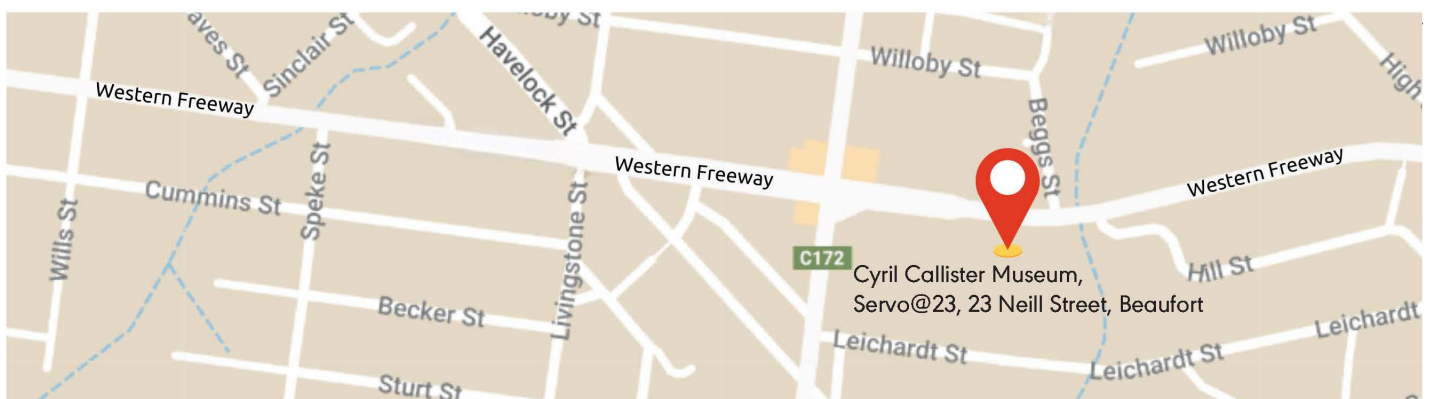
# THE CYRIL CALLISTER MUSEUM

The museum is supported by the Cyril Callister Foundation, which encourages young Australians to study and engage in science and history. It celebrates all things Vegemite and hosts tours, speakers and events with a portion of the proceeds returned to the Cyril Callister Foundation scholarship program.

The collection includes reproductions of heritage photos, old Vegemite posters and ads and radio and TV clips including the Happy Little Vegemites jingle.



BOOK NOW:	At our website <a href="http://www.cyrilcallister.org">www.cyrilcallister.org</a>  Or email <a href="mailto:info@cyrilcallisterfoundation.org">info@cyrilcallisterfoundation.org</a>
TIMES:	9AM - 11AM 12PM - 2PM or by appointment
PRICE	\$10 per person + \$10 per snack pack; receive a drink and Vegemite inspired treat
GROUP SIZE	Maximum 15



# ITINERY

- ✓ Celebrate 100 years of Vegemite at Cyril Callister Museum. See photos and memorabilia \$10 per person
  - +
  - ✓ Watch *Vegemite: A Recipe for Success*, an engaging 25-minute digital presentation based on Jamie Callister's book *Vegemite: The True Story of the Man who Invented an Australian Icon*.
  - + cafe pack + \$10 per person
  - ✓ Choose from: Hot chocolate, tea, coffee or cold drink
  - +
  - ✓ Choose from: Vegemite brownie, Oreo or other Vegemite-inspired treats
- \* Special seniors price: \$15 includes all of the above \* GST included



## BOOK NOW

- ☎ 0414 082 754
- ✉ [info@cyrilcallisterfoundation.org](mailto:info@cyrilcallisterfoundation.org)
- 🌐 [www.cyrilcallisterfoundation.org](http://www.cyrilcallisterfoundation.org)

## FOR MORE INFORMATION CONTACT

- ☎ 0418 151 685
- ✉ [libby@callistermedia.com.au](mailto:libby@callistermedia.com.au)
- 🌐 [www.callistermedia.com.au](http://www.callistermedia.com.au)

Cyril Callister  
— MUSEUM —

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\* A portion of proceeds from group visits are returned to the Cyril Callister Foundation scholarship program