



VEGEMITE

A RECIPE FOR SUCCESS

"Whether you love it, or hate it, Vegemite is like a cultural glue that binds us together."

Jamie Callister

CYRIL CALLISTER
Invented Vegemite
100 YEARS AGO

But when it rolled off the production line in 1923 it was an

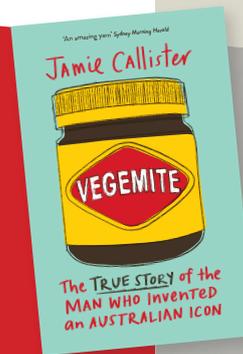
EPIC FAIL!

Today it's a
NATIONAL ICON

And it's very much EVERY
AUSTRALIAN'S STORY

SO WHAT ARE THE INGREDIENTS FOR SUCCESS?

Jamie Callister, the grandson of Cyril Callister, the man who invented Vegemite, tells one of the greatest untold Australian stories of all time and reveals reveals the ingredients which sealed the success of this iconic spread.



TESTIMONIALS

"Jamie is a brilliant presenter with a unique approach to story-telling that can captivate wide-ranging audiences. For the boardroom, a total business, students or fundraising events, Jamie's versatility as a presenter makes him a fantastic choice. I'd strongly recommend him for your event."

Benjamin Hill - Marketing Director Bega Foods

"I have just watched the presentation. It was wonderful. I think every Australian should see this. I learnt so much. Thanks for the honour of seeing it."

Janice G. - Australia Day presentation (2021) City of Monash

 Click icon to watch reel

JAMIE IS AVAILABLE TO

Present at your event.

Alternatively a pre-recorded presentation with overlaid graphics is available.

Bookings

www.jamiecallister.com.au

Learn More

www.cyrilcallisterfoundation.org

The story is based on the book
Vegemite: The True Story of the Man Who Invented an Australian Icon (Murdoch Books 2023).

Cyril Callister
FOUNDATION

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