



# VEGEMITE

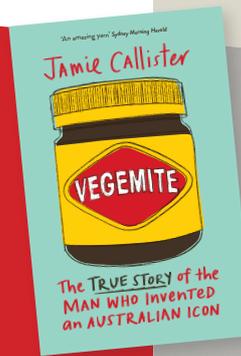
## A RECIPE FOR SUCCESS

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

Jamie Callister

### 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.



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**

### 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](http://www.jamiecallister.com.au)

**Learn More**

[www.cyrilcallisterfoundation.org](http://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



CALLISTER MEDIA  
& COMMUNICATIONS

### CONTACT

Libby Callister 0418 151 685

Libby@callistermedia.com.au

[www.callistermedia.com.au](http://www.callistermedia.com.au)