

## **Viva Vegemite**

June 2025

Vegemite was created by Dr. Cyril P Collister in 1923 for the Fred Walker Company, a food producer and export company. Collister was tasked with developing a spread 'from one of the richest sources of B Vitamins: brewer's yeast ... Dr Collister 'developed a tasty spreadable product that was labelled 'Pure Vegetable Extract', which became known as Vegemite'.<sup>1</sup>

The first advertisement for Vegemite was in February 1924:

Use Vegemite Daily and Keep On The Sunny Side of Life

Use it for Sandwiches, Soups, Stews, Gravies etc.

In Sandwiches. Vegemite Sandwiches are enjoyed by everybody. They are very nice indeed; they are satisfying and nourishing for children, and adults.

For Soups, Stews, And Gravies Vegemite not only gives a rich full flavour; but it supplies the true nourishment often lost in preparing food.<sup>2</sup>

In 2025 my Facebook vox pop finds it has broadened its reach.



Pic courtesy of ST

### **Sandwiches**

Eight respondents nominated sandwiches.

Vegemite, cheese and iceberg lettuce sandwiches and a glass of milk was my go-to weekend lunch yum.

Vegemite and lettuce (and egg and cucumber) on sandwiches.

And I love Vegemite, had it since a young child. My dad made a pile of cheese and Vegemite, white bread sandwiches, put them in the freezer and drew them out for our lunch boxes for school.

Vegemite and nasturtium sandwiches.

My mum used to make us butter, Vegemite and iceberg lettuce sandwiches for school, on soft white bread!.

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<sup>1</sup> The Vegemite Cook Book, *Penguin* 2022 p.vi

<sup>2</sup> Use Vegemite *The Herald* 26 February 1924 p.8

Apart from the ubiquitous Vegemite on toast, my mother made us Vegemite and tinned beetroot sandwiches for school lunches.

I love Vegemite and potato chips sammies.

I'm still a vegemiteholic, have been since childhood, though I do feel guilty about the salt content! I used to love vegemite and lettuce sandwiches as a child (yes I imagine this is gross for some). Vegemite on crackers is still my go-to food when feeling queasy. I currently favour vegemite on sourdough with a nice bitey cheddar. Hmmm, I feel a vegemite hit coming on....

### **Soups, Stews, And Gravies**

Three respondents here.

Whenever our Mum boiled up sweetcorn from our garden, the water would be poured into coffee mugs with a teaspoon of Vegemite. I swear the Vegemite broth tasted like Miso soup.

I have a Thermomix recipe that uses Vegemoys in the making of a beef soup and it is sooo delicious.

I know a Frenchman who considers it an excellent seasoning for soups and stews.

### **Vegemite toast**

Eight here also.

Vegemite and avocado on toast with pepper and lemon juice. To pimp it up add a poached egg. Yum.

Toast with butter, Vegemite and smashed avocado, with sprinkle of sea salt and white pepper... delicious

My favourite way to eat Vegemite is on a slice of buttered toast, then a slice of cheese, then some slices of tomato topped with salt and pepper.

Have tried Vegemite and cheese. Foul. Attempted Vegemite pasta. Disgusting. The one thing other than Vegemite sandwiches and toast I think is okay is a little bit mixed in with baked beans. I should add I absolutely adore Vegemite toast and sandwiches.

From age 2-14, every school day of his life my son Jack had a soft-boiled googy egg with vegemite toast soldier

Vegemite toast with eggs is perfect.

Toast with butter, Vegemite and honey is my favourite brekkie.

Vegemite and honey on toast. One of each and then squished together..... It is

Amazing!!!!!!Vegemite on a dollop of peanut butter on toast.....Vegemite on a toasted and buttered crumpet... maybe topped off with avocado.

## **Miscellaneous**

When I was a child and my father was away, Mum would sometimes make omelettes for dinner (my father was firmly of the view that this would be eating breakfast at night). She would often put a thin smear of Vegemite on top of the omelettes; this seemed eccentric at the time, but we liked it. I now realise that she thought a dinner omelette should have some umami, even though that was not a word or concept that we knew of. Sometimes I still do this in remembrance of her.

Two years ago I discovered Oomite in bill's restaurant – looks and tastes very like Vegemite, only better and no doubt much healthier, made of miso. I bought a huge tub which has only recently finished, but the company is 'out of stock' So I am back to Vegemite again - I probably could work out the miso-mite if I really tried.

Vegemite smeared on celery sticks – yummmmm.

Rice thin with butter and Vegemite! Great snack between meals!

With lots and lots of butter on white sourdough. When I used to go fishing I was told that

Vegemite was the best bait. It was so true. The fish loved it.

I had a Vegemite scroll at baker Bleu last week. Like a puff pastry nut scroll but with Vegemite. Had it with my cauliflower soup for lunch.

I am German. When I got my permanent residency I threw a party with the theme: 'From sauerkraut to Happy Little Vegemites'.

Back in the 1970s my mum sent her brother a big tin of Vegemite when he was an engineer in Botswana and he found the local mechanics using it to grease wheels.

Aussies who don't eat it that much at home genuinely crave it when OS. So the mashup seems to be with any food when travelling.

I visited my great uncle's grave in Malta and realised I hadn't brought anything. I sent Jen off to buy flowers while I tried to clean it up a little (we really hadn't come prepared) then realised the perfect traditionally from travelling Australians to OS compatriots. I now realise it was invented after his time, but I meant well, had enough to offer and it was nearly my last one.

## **No-goers**

Place one old, very chipped dish on the kitchen counter. Carefully decant the contents of the Vegemite jar onto the dish, making sure to leave as little of the Vegemite as possibly. Rinse Vegemite jar and place in recycling bin. Carefully lift dish with Vegemite, making sure not to get any on you, and deposit in the trash.

I'm with you George 100%. Awful stuff. So much salt.