

WINE BRAND STRATEGIES
the example of the new world

Peter Hayes

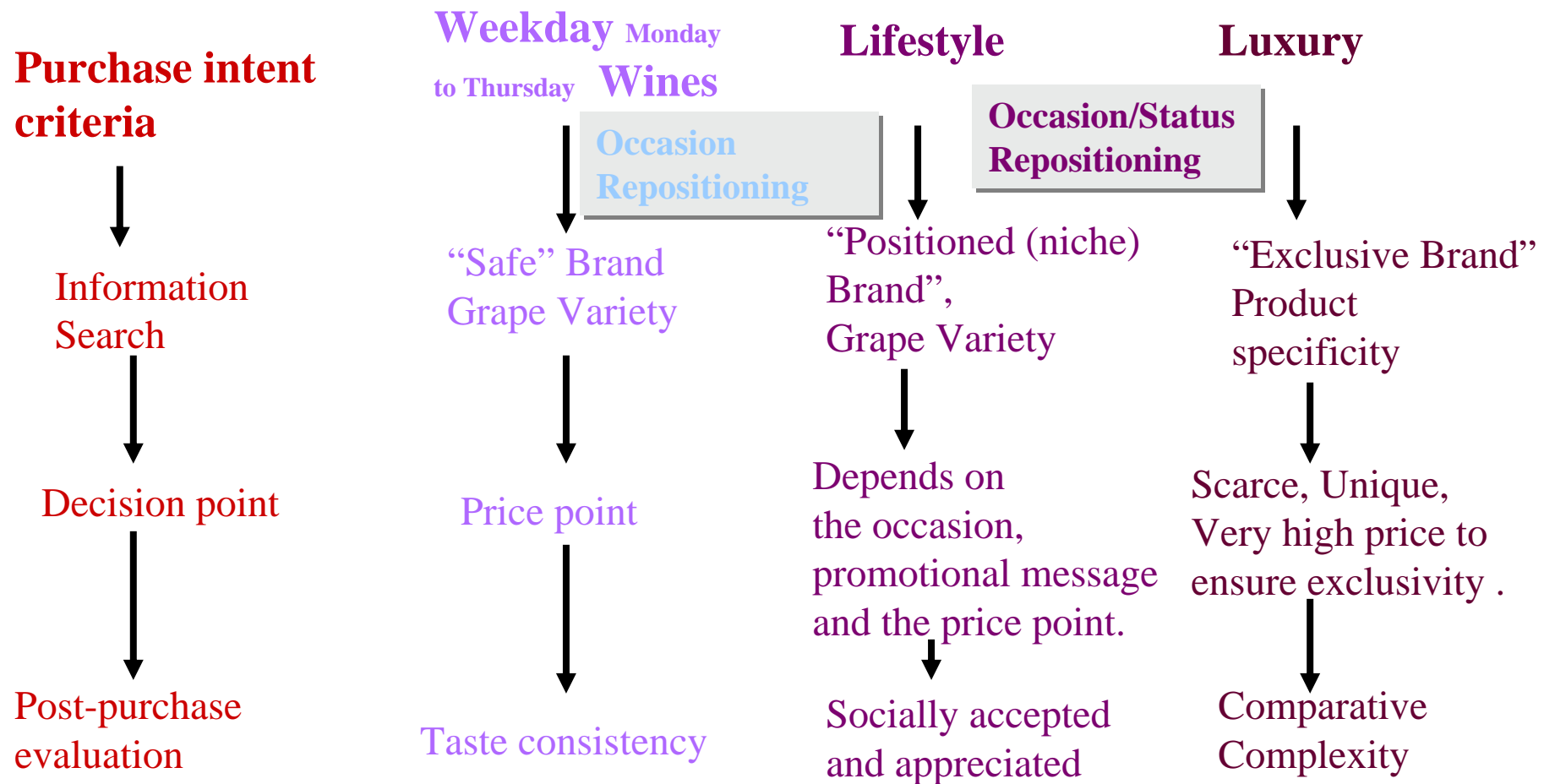
Tony Spawton

WHAT IS A WINE BRAND

- A wine brand is the encapsulation of the IP of a winery/ region and forms the basis marketing focus and is the vehicle that will ensure its future earnings. (Spawton 1999)
- Branding (and marketing generally) should be concerned with creating pleasurable consumer experiences. Schmitt 1999)

Salient features of Brand Relevance Repertoires for product -in -use

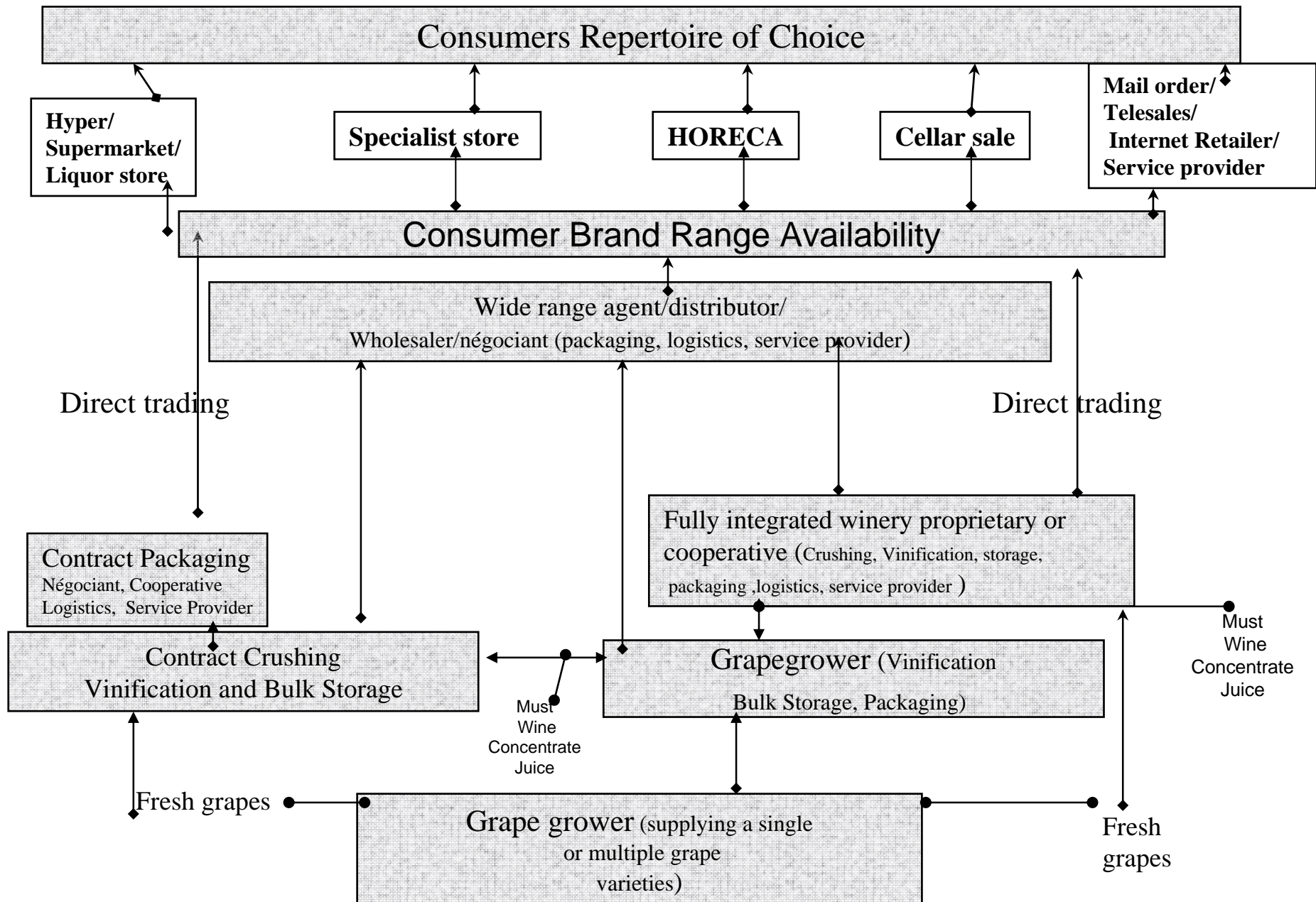
(based on Howard 1977, Spawton 1990, Hall 2000, Beverland 2004. Goodman 2004)



Distribution Chain as a part of the supply chain

- One of the foremost functions of the supply chain is to make the wine product available for sale and purchase by the consumer.

The channels of distribution for wine - operations and logistics



Making Australian Brands for
different sectors of the global
market

Why Australia?

- **Quality** - samples of each and every wine exported are examined by an expert panel to ensure quality standards are always maintained.
- **Integrity** - Australia offers a unique label integrity program that ensures vintage, variety and region are all truthfully identified on the label.
- **Diversity** – there are over 60 designated wine regions, over 100 wine grape varieties and more than 2000 wineries in Australia.
- **Authenticity** – Australia boasts the world's oldest soil types and a diverse range of original plant material including pre-phyloxera Shiraz vines.
- **Innovation** – always at the forefront of research on oenology, viticulture and marketing, producing 25% of the worlds technical papers on wine.
- **Ambition** – the restless pursuit of excellence in grape growing and winemaking.
- **Relevance** – consumer led and customer driven, winemakers who understand marketing as well as the winemaking.
- **Excellence** - an established and constantly evolving wine show system that seeks to recognise and acknowledge excellence and stylistic diversity.
- **Inclusive** - wines that range from award winning popular premium brands to landmark image makers.

BRAND CHAMPIONS

The engine room of the category and the standard bearer for all that follows. Category champions, popular premium brands, audacious newcomers and wineries that aspire to a mainstream presence in either retail or restaurant channels.

ACCESSIBILITY and near 100% availability

Regional Heroes

A Developing awareness of regionality within the Wine Australia offer, wineries and/or producers who have blazed a trail for their region's profile with varietal choice and/or style dictated by a distinct sense of place.

Wines from somewhere rather than wines from anywhere.

INTEREST, SALIANCE AND REGIONAL RELEVANCE

generation next

INNOVATIVE : CONTEMPORARY : CONFIDENT : UNRESTRAINED : FUN

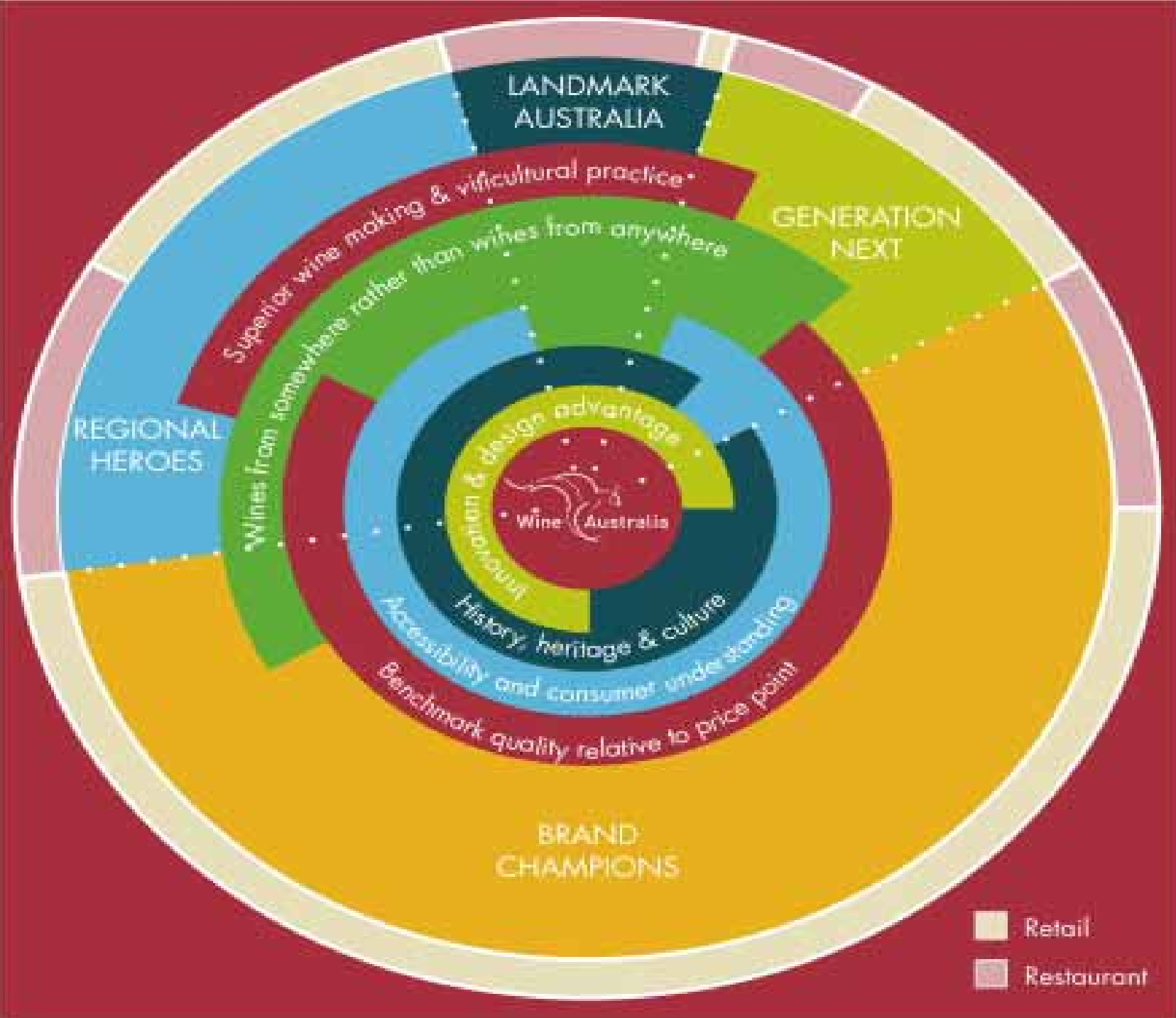
The relentless pursuit of excellence through innovation, new approaches and pushing boundaries in winemaking (new blends), viticulture and marketing (packaging and communication).

**INNOVATION BY PUSHING THE BOUNDARIES
TO CAPTURE NEW CONSUMERS IN BOTH
ESTABLISHED AND EMERGING MARKETS**

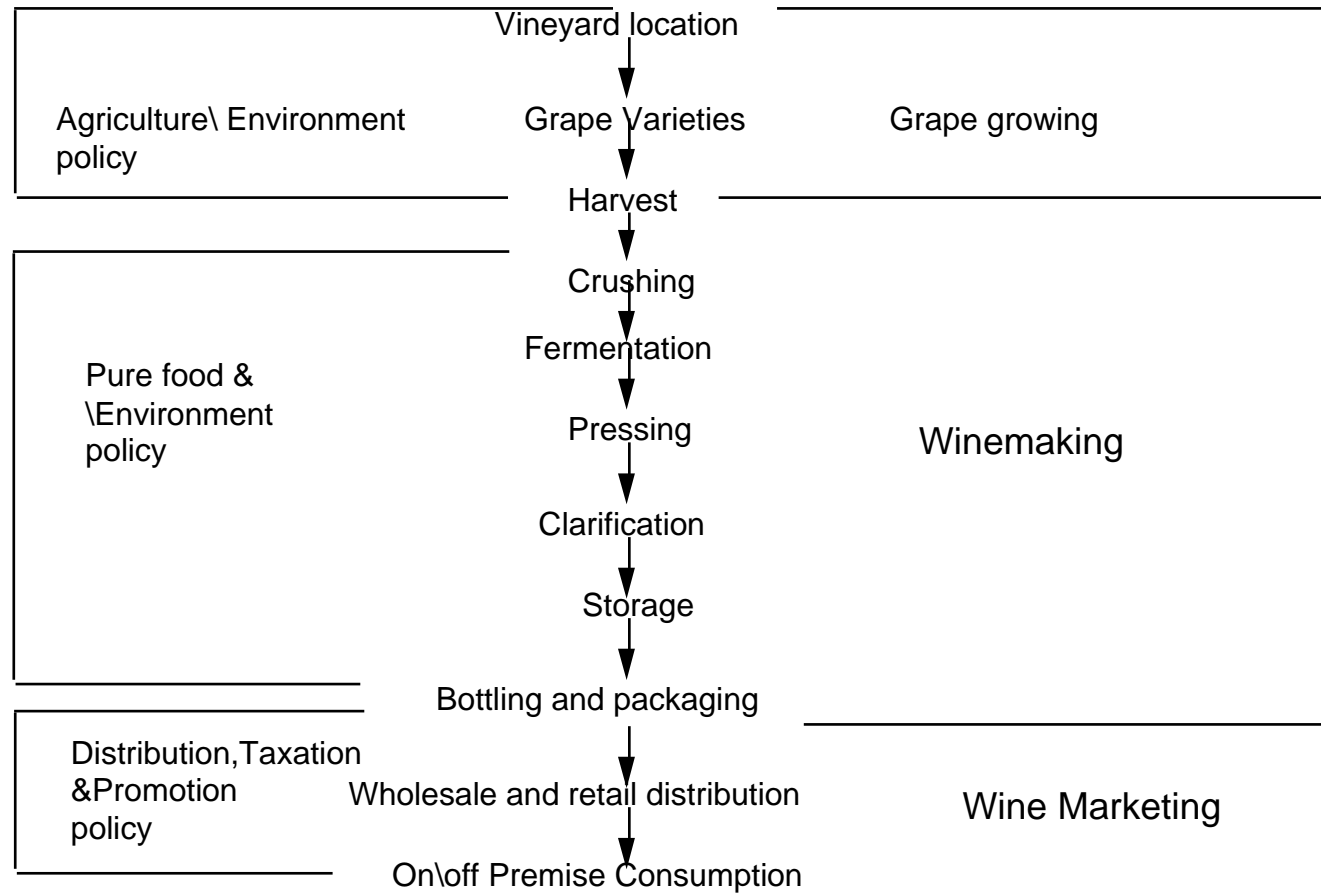
Landmark *Australia*

A key observation of Strategy 2025 was James Halliday's acknowledgement that Australia already had existing tradition of fine wine production in the international market. Using Langton's classification, current show circuit results and informed advice from Australian commentators, the Australian ultra-premium collectables and image makers.

QUALITY



The vertically integrated regulation of the wine sector supply chain



SUPPLY CHAIN QUALITY

Expectations and Practice

- Label integrity and transparency
- Traceability
- Compliance with food and health standards
- Compliance with environmental standards
- Compliance with social and environmental norms at all stages of the supply chain cycle.