

Have you checked your identity lately?

We have...



**For immediate release**

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### **New Identity for New South Wales Wine**

The New South Wales Wine industry has launched the most significant promotional campaign of its 200-plus year history at Aria Restaurant, Sydney.

This collective marketing strategy is spearheaded with the first ever comprehensive *New South Wales Wine* brand, created to represent all 14 (and growing) wine regions across the State. The aim of the strategy is to cement *New South Wales Wine* in the consumer's mind as home to some of Australia's leading wines from 14 diverse wine regions and tell the stories of these regions. Within five years, the vision is to make the *New South Wales Wine* brand recognizable in major markets throughout the world.

For year one, however, the focus lies on the home front and encouraging NSW trade and consumers to get behind their State.

Guest Speaker at the launch, Andrew Upton (Creative Director of the Sydney Theatre Company) spoke of the cultural significance of local creativity and identity, which underpins the message of the New South Wales Wine industry.

The *New South Wales Wine* strategy is directed by the New South Wales Wine Industry Association (NSWWIA) and includes the following key components for 2008:

- Launch of the **brand identity**, which draws on the word "wine" to represent the rolling hills and flat plains of NSW's viticultural landscape and the colours of the various wine styles produced.
- **Promotion of 14 diverse NSW Wine Regions and their varietal heroes:** Canberra District ~ Shiraz; Cowra ~ Chardonnay; Gundagai ~ Shiraz; Hastings River ~ Verdelho; Hilltops ~ Cabernet Sauvignon; Hunter Valley ~ Semillon; Mudgee ~ Cabernet Sauvignon; New England ~ Riesling; Orange ~ Sauvignon Blanc; Perricoota ~ Shiraz; Riverina ~ Botrytis Semillon; Shoalhaven Coast ~ Chambourcin; Southern Highlands ~ Pinot Noir and Tumbarumba ~ Chardonnay.

- **New South Wales Wine Week, 9 – 15 March 2008:** a week long consumer festival in conjunction with the Sydney Morning Herald to exclusively promote New South Wales Wine, featuring *Sydney Cellar Door* on Sunday March 9 – an event in Hyde Park involving more than 100 NSW Wineries and an anticipated audience of 15,000 Sydneysiders.
- Launch of revamped **New South Wales Wine Awards** – now in their 12<sup>th</sup> year (October)

President of the NSWWIA, David Lowe, says the new identity and strategy gives *New South Wales Wine* the platform to successfully and uniformly promote itself firstly to New South Wales, then the world.

*“South Australia, Victoria and Western Australia are all parochial wine drinking states. They love and support their own. To date that has not been the case in NSW. Currently NSW Wine accounts for only 13% of wine sold in NSW restaurants and most wine consumers cannot name more than 2-3 NSW Wine regions despite NSW producing 34% of Australia’s wine. This does not make sense given NSW is home to some of Australia’s icon wines, oldest family wineries and 14 diverse wine regions each with their own regional heroes.”*

Chair of the NSWWIA *New South Wales Wine* Strategy, Tiffany Nugan, says the program is designed to meet these challenges head on:

*“We are giving NSW Wine an identity, we’ll be putting the spotlight on NSW Wine and telling the untold stories. It is an exciting time, a time for the whole state to get behind NSW Wine.”*

***For further information please contact:***

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