



WINE BUSINESS SOLUTIONS BRANDING PROJECTS

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BEN HAINES WINES : MELBORNE, VICTORIA, AUSTRALIA

BEN HAINES WINES : THE SPIRIT OF PROVENANCE

Ben is a former chief winemaker with Mitchelton Wines and a previous recipient of the Wine Society's "Young Winemaker of the Year" award.

In the course of sourcing grapes from all over Victoria and making wine around the world, Ben became much enamoured with the great sites he was seeing and the qualities he saw shining through in the resulting wines.

He became determined to celebrate this "Magic Dirt" and the people who tended it through the creation of his own label.

Ben engaged Wine Business Solutions to provide oversight of the project and WBS recommended that Tardis undertake the design work.



BEN HAINES



TOPPER'S MOUNTAIN : NSW, AUSTRALIA

TOPPER'S MOUNTAIN : WINES OF NEW ENGLAND

Mark Kirkby has a unique vineyard site in the north west of NSW some 900 meters above sea level. The rich red earth there and the cool climate give rise to intense flavours in Mark's collection of varietals that includes Nebbiolo, Tempranillo, Tannat and Pinotage.

Topper's Mountain was recently awarded "Best Winery" at the New England wine show winning four trophies and six gold medals.

Mark wanted a Brand to match this accomplishment, and one that captured the heart and soul of his site.

WBS engaged Tardis. Tardis' approach was to incorporate elements of the areas mining past and to make a feature of the intense red of the earth of the vineyard on the label.

Topper's Mountain

WINE OF NEW ENGLAND, AUSTRALIA



THE TRUFFLE & WINE CO. : MANJIMUP, WEST AUSTRALIA

THE TRUFFLE & WINE CO. : HEDONISTIC EPICUREAN ADVENTURES

The Truffle & Wine Co brings together two of the worlds most treasured earthly delights - truffles and wine. From humble beginnings in 1997, The Truffle & Wine Co is now the largest producer of black winter truffle in the world – with their highly prized produce featured in the world's best restaurants.

As prized as their truffles are by chefs and foodies, few beyond refined kitchens know the company's name. Their wines have been created to compliment truffle dishes and stand alone as beautiful fine wines.

The branded bottles can go where their truffle boxes cannot – onto dining tables.

Tardis were tasked to create a still wine brand that reflects The Truffle & Wine Co brand positioning as well as the luxury and opulence associated with fine dining experiences. The packaging created is understated and elegant. It visually tells the company's story on each bottle while honouring the calibre of the wine within.



OTHER WBS CLIENTS
WHO HAVE ENGAGED TARDIS INDEPENDENTLY



ESCARPMENT WINERY : MARTINBOROUGH, NEW ZEALAND

ESCARPMENT WINERY: VENTURE TO THE EDGE

The Escarpment wine branding was developed celebrating the great Polynesian discover Kupe – who brought his people to a new world – New Zealand. Legend has it that his canoes were brought inland and now form the three flat hills that dominate the Martinborough horizon.

Larry McKenna, co-owner and wine maker at Escarpment, put New Zealand pinot noir on the

global map and has dedicated his career to taking New World pinot noir to the next level of excellence.

His pioneering spirit, the history of Kupe, and the land he works on, is captured in his strong and dynamic branding – developed by Tardis Design.





CRAGGY RANGE : SINGLE VINEYARD, NEW ZEALAND

Craggy Range Winery : Specialists in Single Vineyard Wines

Craggy Range is seen as one of the top wineries in New Zealand. Tardis was tasked to develop a brand that was destined to become a New World classic – combining their old world winemaking philosophy with new world ingenuity – a new world take on a classic French traditions shaped the brand. Tardis captured the core elements that are key to wine making – the sun, the soil and the hand that makes the wine, combining them

into the distinctive Craggy Range icon, an icon that has become synonymous with outstanding craftsmanship. Over the years Wine Business Solutions has advised Craggy Range on strategy and given business guidance.





TOREA : MARLBOROUGH, NEW ZEALAND

TOREA : ACCESSIBLE, RELAXED, GENUINE

Tardis was asked by Fairhall Downs winery to develop a second tier brand suitable for the on-premise by the glass market and the supermarket shelf.

Using the imagery of the variable Torea (oystercatcher), a rare inhabitant of the sandy or rocky coastlines around New Zealand and in the Marlborough region, Tardis was able to communicate the relaxed nature of the brand but also indicate the excellent quality of the wine.

The native oystercatcher and the grapes grown to make Torea wines are both very much products of their environment. The aim was to create branding that reflected this in a universally appealing way.

Wine Business Solutions has advised Fairhall Downs on strategy and given business guidance.





WINE BUSINESS SOLUTIONS

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