



RAÏDIS ESTATE
COONAWARRA

BRAND BOOK

RAIDIS ESTATE

We reckon most things in life are better when they're shared. At our place, that's done over the table - loaded with backyard produce, a bottle or two of good wine and surrounded by family and friends.

We believe strongly in minimal intervention viticulture. Throughout the winter months, the vines share our land with a small trip of goats who maintain the rows, doing their bit to contribute to our micro-climate. Sustainability is very important to us, and the goats are a very important part of this.

It might be our Greek heritage that inspired us to work the land. Since leaving Greece more than 60 years ago Chris, with his wife Fran, has worked the Terra Rossa soils of Coonawarra, growing tomatoes, lettuces and strawberries before planting vines in 1990. 2 lemon trees, 20 apple trees, 300 strawberry plants, 200 bushes of oregano and whatever else Chris has decided to grow on any given day, share the space with our cellar door.

Inspired by Chris & Fran, we (Steven & Emma) planted our vineyard in 2003. Our two sites feature both the young and the old; regional classics Cabernet Sauvignon, Shiraz and Merlot along with Riesling, Sauvignon Blanc and Pinot Gris.

Steven and Emma Raidis started the Raidis Estate wine label in 2009. Our cellar door was officially opened by the Honourable Julia Gillard, Former Prime Minister of Australia.

If you visit, you will find us at the table, glass in hand, ready to share a story or two. You might even chance upon Chris offering up the backyard's latest bounty.

OPENING THE CELLAR DOOR



Left to right: Emma Raidis, Lisa Nairn, Steven Raidis, Fran Raidis, Former Prime Minister Julia Gillard, Damien Raidis, Chris Raidis

THE ESTATE RANGE



EXPORT PRICING

Raidis Estate Range

Premium wine produced from our Estate vineyards in Coonawarra, South Australia

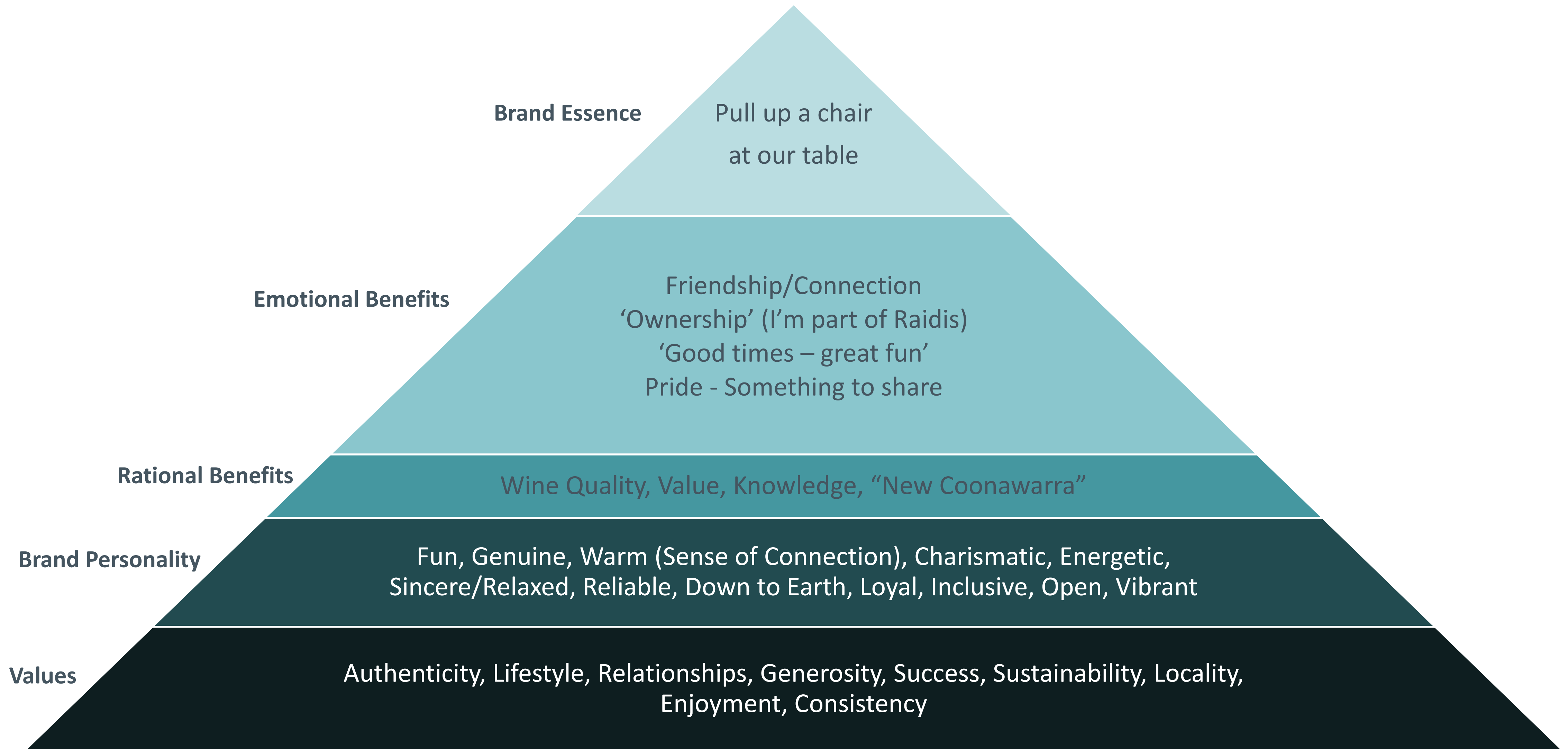
Wine	Port of Origin	Case Size (Bottles)	FOB Ex Adelaide \$AU
The Kelpie Sauvignon Blanc	Adelaide	12 x 750mL	\$90
The Kid Riesling	Adelaide	12 x 750mL	\$90
Cheeky Goat Pinot Gris	Adelaide	12 x 750mL	\$110
Mama Goat Merlot	Adelaide	12 x 750mL	\$168
Wild Goat Shiraz	Adelaide	12 x 750mL	\$168
Billy Cabernet Sauvignon	Adelaide	12 x 750mL	\$180
The Trip	Adelaide	6 x 750mL	\$300

Raidis Export Range

Premium wines produced from selected growers in South Australia

Wine	Port of Origin	Case Size (Bottles)	FOB Ex Adelaide \$AU
Raidis Wine Shiraz	Adelaide	12 x 750mL	\$110
Raidis Wines Cabernet Sauvignon	Adelaide	12 x 750mL	\$110

BRAND PYRAMID

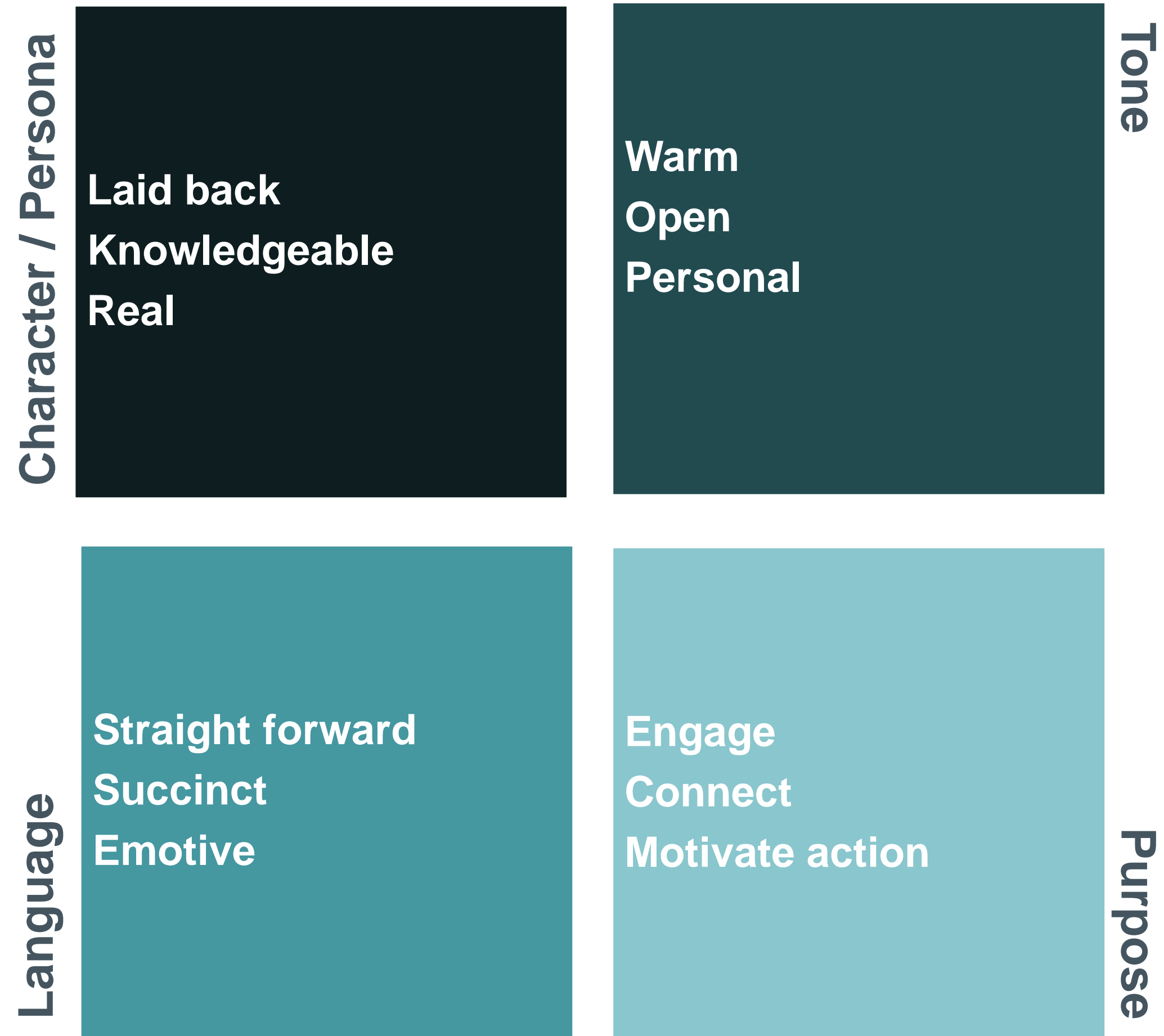


BRAND VALUES - MEANING

The brand values are the 'code' by which a brand lives. It features a desired set of experiences or associations a business wants customers to make with its products, services, and/or identity. They act as a benchmark to measure behaviours and performance.

Brand Values	Description
Generosity	Hospitality is at the heart of all experiences with Raidis from the cellar door to consumer events, to long term relationships with trade.
Authenticity	Being genuine in everything we do. Being true to our families, our story and our region.
Lifestyle	Supporting a balance of business, family, food and wine for all who interact with Raidis.
Relationships	Encourage valuable, ongoing relationships with our customers, trade partners and each other.
Success	Valuing contributions driving Raidis towards a sustainable, profitable business.
Sustainability	Manage our land, resources and place for the long term health and success of the business.
Locality	Highlighting and supporting Coonawarra the wine region and the community, in everything we do. Supporting the community that supports us.
Enjoyment	Through experiencing our wines, produce, and stories we want Raidis Estate to bring enjoyment to our customers, staff and partners.
Consistency	We consistently deliver on product, brand experiences and trade know they can rely on us.

BRAND VOICE



KEY MESSAGES

Lead Message

- Generosity is at the heart of everything we do

Points of Difference

- By interacting with the brand, I can personally connect with the Raidis family
- I'm discovering the 'New Coonawarra'
- I can interact with a lifestyle I aspire to have – fresh, home grown produce, great wine and good times with family and friends

Other Key Influencers

- Raidis is good value for money and I always get a little more than I was expecting