tread softly

Tread Softly is Australia's leading lighter in alcohol red wine brand, achieving scale like no other in just 18 months since launch.

The brand is led by Tread Softly Pinot Noir – Australia's fastest growing Pinot Noir (MAT), and is supported by outstanding performance by the other SKU's in the range.

minimal preservatives

family owned

naturally lower in alcohol

sustainably grown

delicate aromas

PRODUCED BY FOURTH WAVE WINE SUITE 22 LEVEL 1 OTP HOUSE, 10 BRADFORD CLOSE KOTARA NSW 2289 TELEPHONE 1300 778 047 WHEN EXPORTED TO EUROPE, IMPORTED BY FOURTH WAVE WINE, F21700-464 FRANCE APPROX. 6.4 STANDARD DRINKS (AUSTRALIA) WINE OF AUSTRALIA
www.treadsoftlywine.com.au 750ML   ALC 10.8 % VOL

tread softly

pinot noir
south australia

636186 · 676152 · 723035 · 194472 · 723072 · 12434 · 848644 · 848628 · 640973

Prosecco   *Sauvignon Blanc*   *Rosé*   *Pinot Grigio*   *Moscato*   *Shiraz*   *Grenache*   *Pinot Noir*

The wine that grew a forest

In order to give something back to the environment, we decided to plant an Australian native tree for every dozen bottles of Tread Softly sold. Now that we have planted 100,000 trees in conjunction with Carbon Neutral, our next goal is to plant 250,000 trees to help address the urgent need for an extensive, long-term regeneration program.

Why it makes sense to Tread Softly

Not only does Tread Softly have a great story, enticing packaging and great value wines to shoppers, the brand is delivering outstanding margins at $14.99 shelf or on promotion at $11.99.

PARTNER

PLANT-A-TREE PROGRAM

carbon**neutral**
carbonneutral.com.au